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# THE Publishers' Weekly

*The American Book Trade Journal*

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No. 10

SPRING  
ANNOUNCEMENTS  
1928

-:-  
A COMPLETE INDEX  
of the new books (February to June) entered  
by author, title and series

-:-  
The publishers' advertisements with descriptive  
notes are alphabetically arranged  
for easy reference



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THE quarterly indexes supplied by *The Publishers' Weekly* are the means of locating the publisher, quoting the price and securing the order. Every dealer in books should keep this series on the reference desk.

LOOK first in the current index for the author's name, if known. Author entry is in **bold** face type and more complete in details than the title entry.

IF author's name is not known or, perhaps, received incorrectly, try the title index. Titles are listed under the first or principal word.

IF not a book of the current season the previous issues of the *Announcement Indexes* will locate it.

THESE indexes include the books of all publishers from whom data can be had after a systematic canvass.

THE Spring Index, repeats from the Mid-Winter Index the important titles of January and February, and includes all publication for March, April, May and June.

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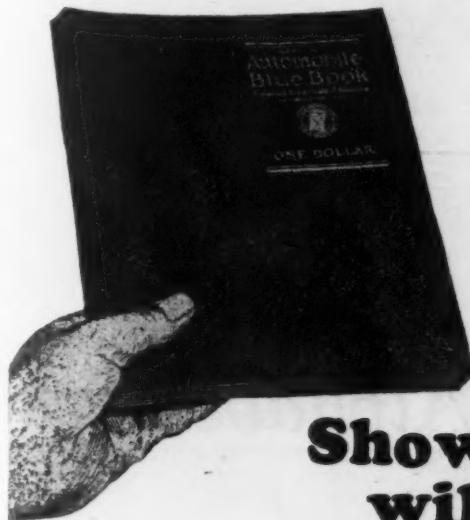
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### Confidence in Clode

THERE are some firms that seem to hold the public trust and admiration decidedly more than others. And the man in far off western Canada who said, "If a firm like Clode advises it, I shall take it with my eyes shut, knowing that everything will be right in every sense."

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And, such a book. . . . thrilling, true to life, with a twist that makes one take it as a real, everyday experience, with glamour to tide it over the harder parts. The love in it—the work—the ever look-

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Faith Baldwin has certainly made a hit, and again the old Canadian will say: "If it's Clode's, well, that's all there is to it. Send me five hundred."

March 10, 1928

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C



DRAGON  
March 10



THREE DAYS  
March 25



WASTE CORNER  
April

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Author: "Jesus and Our Generation."



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COPELAND BOOKS

# Cosmopolitan News

Vol. 1 No. 2

Sales: Increasing

## FRENCH PAY FOR OWN DEFEAT

### CROCKETT AND BOWIE GIVE LIVES AT ALAMO

#### Bloodthirsty Santa Anna Rides to Death

In "Sam Houston—Colossus in Buckskin," by George Creel, the Alamo is fought over and Santa Anna rides to his death. The life of Sam Houston gives him a place in actual history which few men hold in legend. Giant of frame, woodsman, Indian fighter and also peacemaker, driven from a brilliant political career by unjust scandal only to return when Texas needed him, Sam Houston added that great state to the Union almost single-handed and, at last, died with little to leave to his family except homely advice.



Sam Houston

The story of Sam Houston follows rapidly one of the most varied and vivid careers in American history. It is filled with his overwhelming personality, his eccentricities, his primitive dignity and humor and his amazing exploits. Its pages re-live the violent days of territorial expansion in the West and show him immense and prophetic, a leader such as has seldom appeared in the ranks of any nation.

### OFFICIAL LONDON SQUIRMS AT "QUEX"

"Quex," the story of the rise of a poor English boy to the peerage and the position of an Empire-builder, is making official London squirm, while literary London laughs and applauds. How Artemas Quex made his fortune is told graphically and truthfully by Douglas Jerrold, whose book is filled with romance and suspense, at the same time being a barbed satire of business, morals and society in present-day London.

### MODERN PIRATES PUT TO SEA

What is believed to be the greatest buccaneering exploit since Morgan's sack of Panama was thwarted recently by Paul Loring, hero of Edison Marshall's latest book "The Far Call." It was Loring, oddly enough, who organized the piratical expedition, but, becoming attached to a young woman named Hilda, he turned against his own crew and fought them in a desperate battle. Edison Marshall is a master of plots and "The Far Call" is an amazing account of modern adventure.

### AMERICAN LEGENDS DISCOVERED

*Yucatan, Mexico. By cable to Cosmopolitan—Emma Lindsay Squier, authority on Indian folk-lore has announced that she discovered a remarkable series of Maya legends while exploring the interior of this country. These colorful and imaginative stories of the loves and jealousies of ancient Gods will be published shortly, under the title "The Bride of the Sacred Well."*



Emma Lindsay Squier in the costume of a Spanish lady.

### \*Money Which Defeated French at Waterloo Paid Through Paris Banks

#### Count Corti Tells Story of Rothschilds

The story of the Rothschilds and their rise to almost incredible wealth and power is told in "The Rise of the House of Rothschild" by Count Egon Caesar Corti. To assemble the material for this book required three years. At the end of that time, Count Corti, who is already a celebrated historian and biographer, possessed so many valuable documents that his desk resembled the secret archives of a foreign power.

The Rothschilds held strings on which kings and emperors danced. They pitted nation against nation—for profit. The publication of their story is one of the most exciting historical events in decades. It was hailed in Germany as the book of the year. In the week that followed its purchase by Cosmopolitan, twenty publishers cabled bids for it. "The Rise of the House of Rothschild" will undoubtedly create a sensation in America.

### STEPSON OF R. L. S. WRITES MYSTERY TALE

Lloyd Osbourne, stepson of Robert Louis Stevenson, and collaborator with him on "The Wrecker" has recently written a mystery story entitled "Not To Be Opened." The perplexing and breath-taking incidents in the story are heightened in effect by the author's humor. On the letter which is "not to be opened" hinge life and death, a fortune and a career.

# Cosmopolitan News

Spring Number

Trade Edition

## FLOOD DESTROYS EUROPE!

### DISCUSSES EASTERN PHILOSOPHY

Has Seen "Miracles"



L. Adams Beck  
Novelist-traveller, and  
authority on oriental  
mysticism.

### Noble a Pretender

Was Blacksmith's Son  
and Pirate

A titled Englishman whose life story is a travesty on that of the ordinary heroic adventurer was found recently to be a pretender. Actually the son of a blacksmith born in the time of King James, he made his way to fame and fortune by roguery, piracy, and every other means unbecoming to a gentleman. His life story will be revealed shortly in "The Sword Peddler" by Thomas Grant Springer—a entertaining, shrewd and laughable an adventure satire as has been seen in many a long year, say those who have seen advance copies.

### Shall Woman Cross New Horizons?

Adela Rogers St. Johns  
Says "Yes"

In a statement made to-day, Adela Rogers St. Johns, the "prophet and critic of the rising generation," stated that she believed that it was the privilege of every woman "to test life with the open-mindedness and social freedom of men." How otherwise will a girl recognize her mate, or choose her career? she asks. To show the strength of her contention she has written a realistic, gripping story of the life of a free-born woman, entitled "The Single Standard."

### Important Events in Publishing

*February 25*

- DELUGE by S. Fowler Wright. Price \$2.50.  
THE SWORD PEDDLER by Thomas Grant Springer. Price \$2.00.  
THE WAY OF POWER by L. Adams Beck. Price \$2.50.

*March 24*

- SAM HOUSTON by George Creel. Price \$3.00.  
QUEX by Douglas Jerrold. Price \$2.00.  
THE FAR CALL by Edison Marshall. Price \$2.00.  
NOT TO BE OPENED by Lloyd Osbourne. Price \$2.00.

*April*

- THE RISE OF THE HOUSE OF ROTHSCHILD by Count Egon Caesar Corti. Price \$5.00.  
THE SINGLE STANDARD by Adela Rogers St. Johns. Price \$2.00.

*May*

- THE STORY OF THE GYPSIES by Konrad Berecovici. Price \$5.00.  
THE BRIDE OF THE SACRED WELL by Emma-Lindsay Squier. Price \$2.00.

### HISTORIAN TO THE GYPSIES

"The Story of the Gypsies," by Konrad Berecovici, who has taken the road and lived with the gypsies, is one of the latest additions to the Cosmopolitan spring list. The history which lies behind these people, who are known to us only as bizarre and colorful folk appearing from nowhere at our roadside to dance and laugh around evening fires and to tell our fortunes for a piece of silver, is a fascinating tale. More information on this vastly interesting work will be forthcoming.

### EXTRA!

Continent Vanishes Beneath Onrushing Seas

### A Few Survivors Believed to be Left on "Islands"

*Special to Cosmopolitan. June 2nd*—A flood which destroyed Europe and left only a few "islands" standing above its waters is reported in "Deluge" by S. Fowler Wright. Cosmopolitan will publish the story of S. Fowler Wright in the near future. He tells vividly of the coming of the flood, the panic of the people, and the romantic life of one man and two women who survived it and worked out their unusual destiny together on the ruins of civilization. This astounding tale made Mr. Wright a celebrity overnight in Europe—which, the editors are happy to announce, was flooded only in his brilliant book "Deluge."

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**New York**

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## Federal Aid

By AUSTIN F. MACDONALD

A study of the American Subsidy System.

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## Modern Philosophy

By HORATIO W. DRESSER

Introduces the student and the reader to leading tendencies and systems of modern thought. \$3.00

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By WALTER W. JENNINGS

An introductory study taking up different phases of industry by subjects; with 100 charts. \$3.00

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By R. D. O'LEARY

A systematic exposition marked by unusual penetration and rare charm of style.

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A new translation of powerful posthumous fiction.

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By LYOF N. TOLSTOI

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## One Wide River to Cross

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How a family, socially ostracized because living on the wrong side of town, "came back."

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## Mr. Battle Pays the Bills

By MARY IMLAY TAYLOR

A swiftly moving neighborhood romance of a self-made man and his expensive family.

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## Partners Three

By ELBY WAGNER

An adventurous romance of Alaska during the famous gold rush.

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## The Bronze Turkey

By ELIZABETH WILLIS

An outdoor adventure story for girls in their 'teens.

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Other virile essays and articles.

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By WARREN BURTON  
Edited by Clifton Johnson

A very human, entertaining record of New England school days in the early part of the last century. Illustrated. \$1.50

## Self Expression Through the Spoken Word

By ALLEN CRAFTON and JESSICA ROYER (University of Kansas)

A study of conversation, voice, pronunciation, acting, story telling, extempore speaking, etc. \$1.75

## Elements of Rural Sociology

By NEWELL L. SIMS (University of Kansas) A comprehensive treatment of the problems confronting the farmer and his community. A cross section of rural life. Illustrated. \$3.75

## The Ring and the Book

By ROBERT BROWNING  
Walter Hampden thin paper edition.

Prefatory note by Rose A. Palmer, co-author in Walter Hampden's successful play, "Caponsacchi," derived from Browning's poem. \$2.00



# Books

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By MAURICE H. WESEEN

A handbook of American usage. One of the most complete and comprehensive works yet issued, with rules, exceptions, localisms, etc., in alphabetical sequence. \$4.50

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By THOMAS F. MORAN

A timely book containing graphic sketches of all our presidents down to the present administration. \$2.50

## Opera Synopses

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*Fourth Edition, revised and enlarged.* This new thin-paper pocket edition contains one hundred fifty-two operas, including "The King's Henchman," "Turandot," etc. \$2.50

## The "Also Rans"

### MEN WHO MISSED THE PRESIDENCY

By DON C. SEITZ  
*Veteran Journalist and Political Expert*

MR. SEITZ knows the political game as well as any living man. In a series of brilliant, searching stories he traces the careers of such men as Burr, Clay, Webster, Calhoun, Blaine and other "also rans"—men who were often more able than the ones who nosed them out for the highest prize in the gift of the nation.

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The tale of Temugin, lord of a thousand battles and a hundred wives. \$2.50

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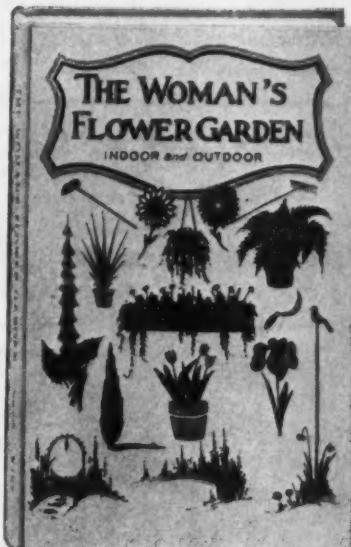
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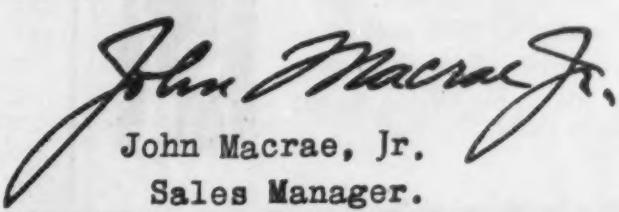
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It is interesting to note that FACE VALUE, which was published last July, has had a better sale during January and February than it did during the first two months that it was published. IRON AND SMOKE is reported throughout the trade as one of the three best sellers with "The Bridge of San Luis Rey" and "Claire Ambler." These ten books are all in our advertising program for the month of March.

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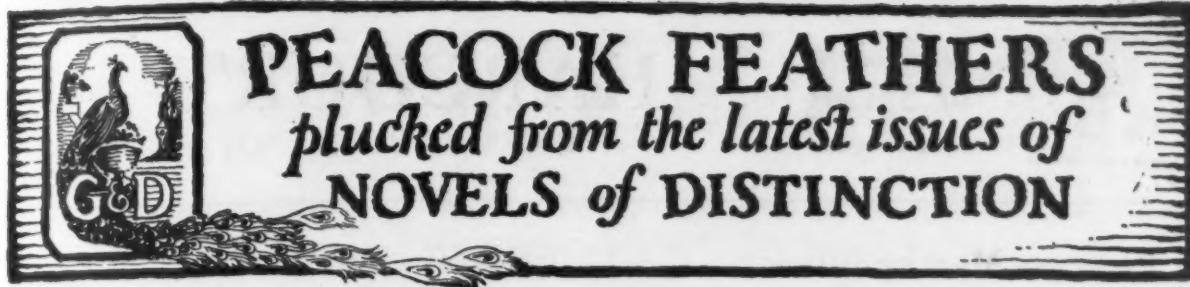
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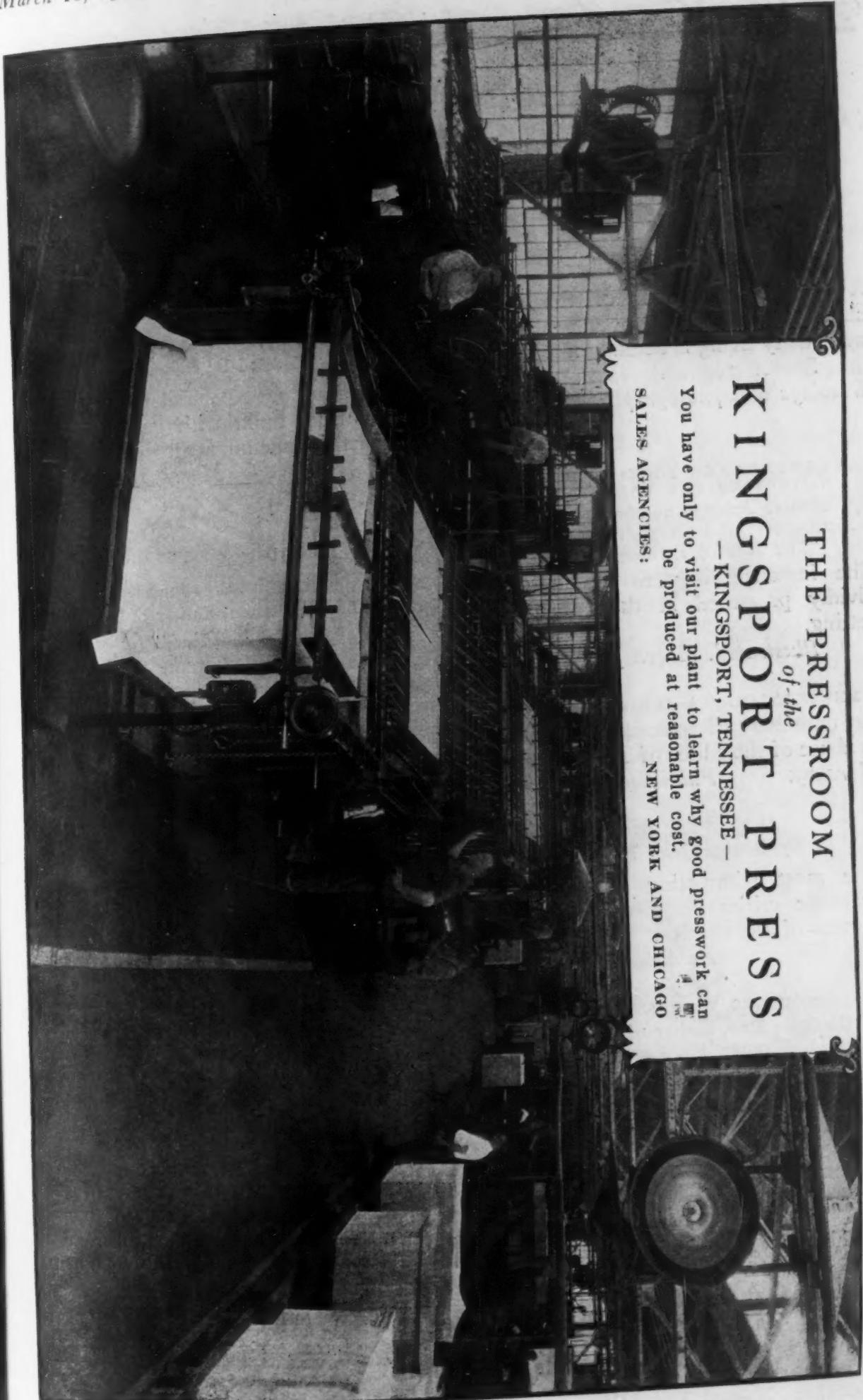
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A realistic tale of the primitive passions in romantic surroundings.

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## OUTSTANDING BORZOI BOOKS of January-June, 1928

### Poetry

#### TO YOUTH

By John V. A. Weaver, author of "In American," etc.

Stories and character sketches in verse. Published. \$2.00 net.

#### POEMS

By Clinch Calkins

A first volume by a poet of real originality and power. March 2. \$2.00 net.

### Science

#### FOIBLES OF INSECTS AND MEN

By William Morton Wheeler

Studies by an entomologist which have the property of making insects seem human and human being insectean. Illustrated. April 27. \$6.00 net.

#### THE RATE OF LIVING

By Raymond Pearl

Biological experiments which have a bearing on the problems of human longevity in various conditions.

Illustrated. Published. \$3.50 net.

### Biography

#### MAXIMILIAN AND CHARLOTTE

By Egon Caesar Count Corti

The full story of an amazingly romantic episode of modern history, based on secret documents but lately made accessible.

Two volumes, illustrated. March 30. \$12.50 net.

#### COLUMBUS

By Marius André

An honest account of the Columbus

who was tawdry adventurer as well as poetic dreamer.

Illustrated. April 13. \$5.00 net.

#### THE LIFE OF ST. FRANCIS OF ASSISI

By Lugui Salvatorelli

According to the London *Times*, "the first great biography of an Italian by an Italian." March 16. \$4.00 net.

### FICTION—American and English

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By Joseph Hergesheimer

April 13. \$2.50 net.

#### THE ROAD TO HEAVEN

By Thomas Beer

May 11. \$2.50 net.

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By Elinor Wylie

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#### THE KEY OF LIFE

By Francis Brett Young

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By Ruth Suckow

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#### UTHER AND IGRAGINE

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# LIPPINCOTT Spring Books

THESE WILL APPEAR DURING APRIL, MAY AND JUNE



## THE RIVER

by TRISTRAM TUPPER

### The River

By TRISTRAM TUPPER

A sparkling story of first love. Mr. Tupper paints pictures that stand out boldly, that, with their vitality and breadth of character, are unforgettable.

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By HERBERT ADAMS

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By MARGARET TURNBULL

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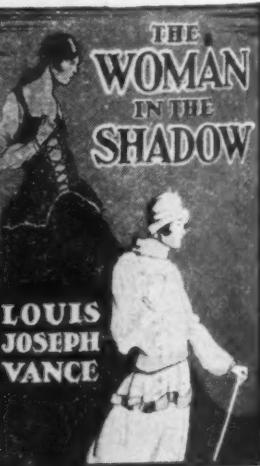
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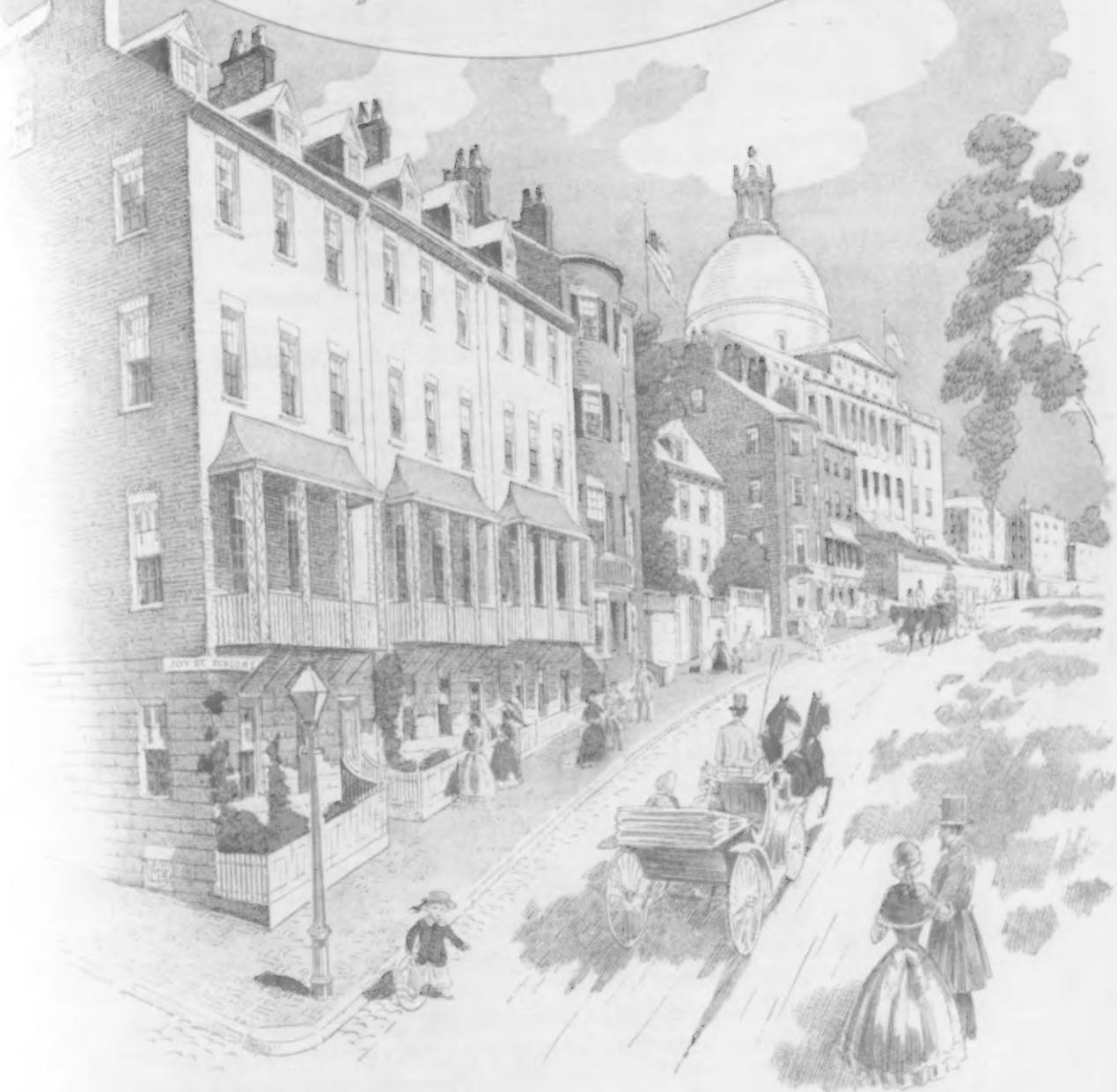
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THE most valuable reputation that a bookstore can acquire is the reputation for prompt and intelligent service in supplying the new books in every field.

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The Spring Announcement Index should be close at hand in every department of a bookstore as it is the key to all the new books.

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*from*  
Beacon Hill  
*Spring, 1928*



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## Forth from the Presses

-:-

MONTHS of preparation go into the announcements of a Spring publishing season. Books that authors conceived years ago, or began to write months ago, are now ready for their public. Volumes that publishers have long labored on and slowly developed, are at last out from the manufacturing department and ready for shipping. Books that will influence history, that will change tides of thought, that will continue great traditions, are on their way to their destiny. There is something thrilling that every bookseller feels about a Spring Announcement number.



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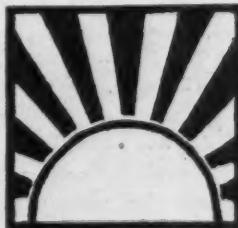
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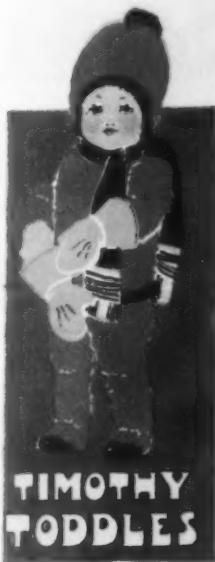
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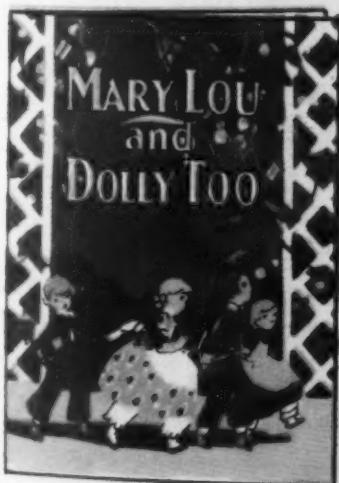
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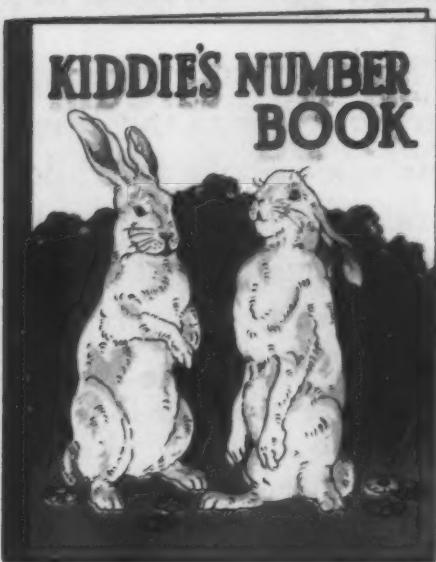
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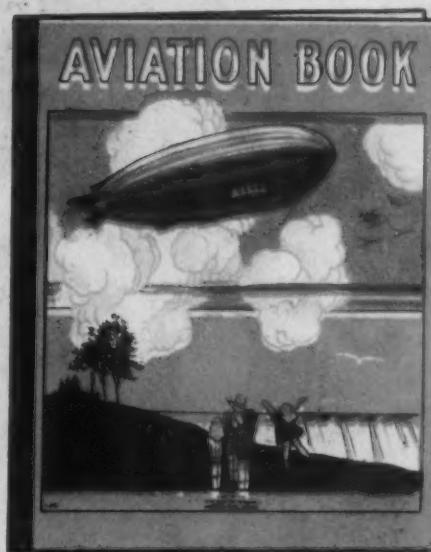
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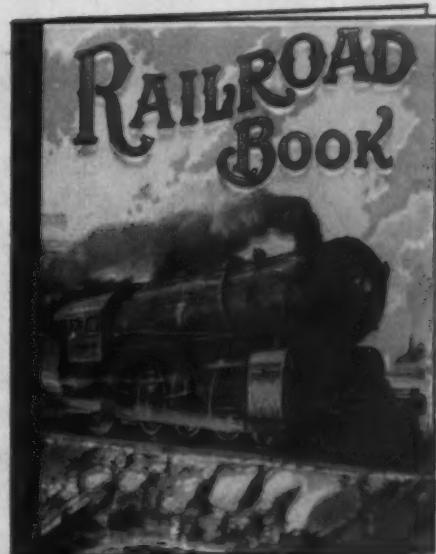
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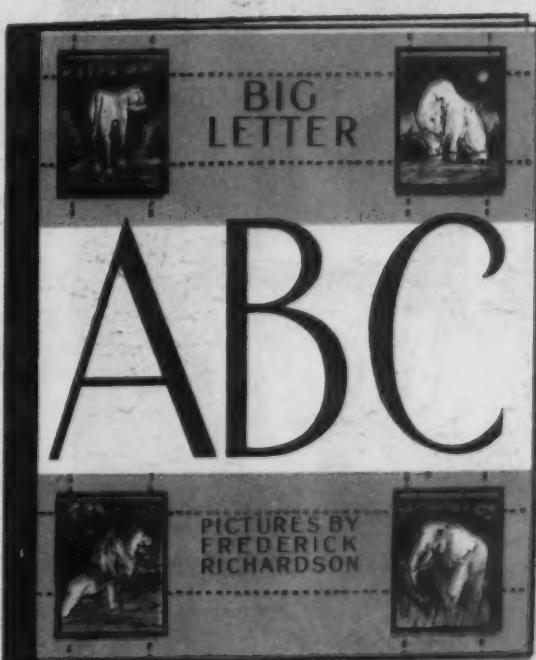
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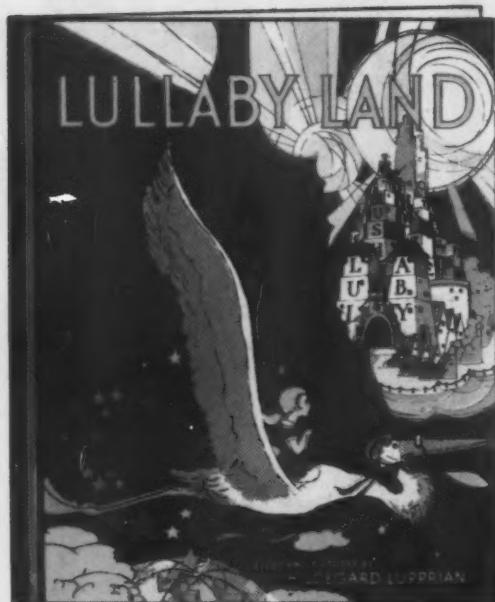
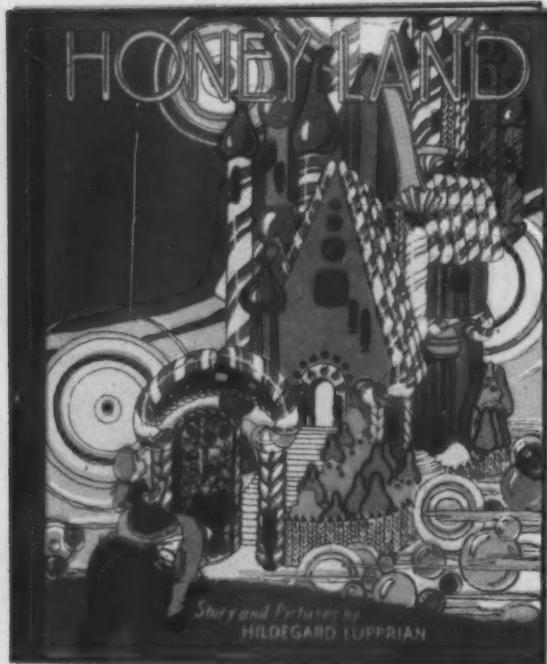
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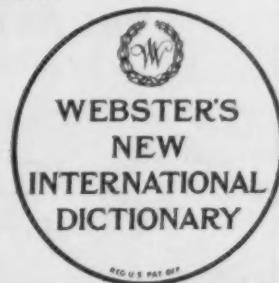
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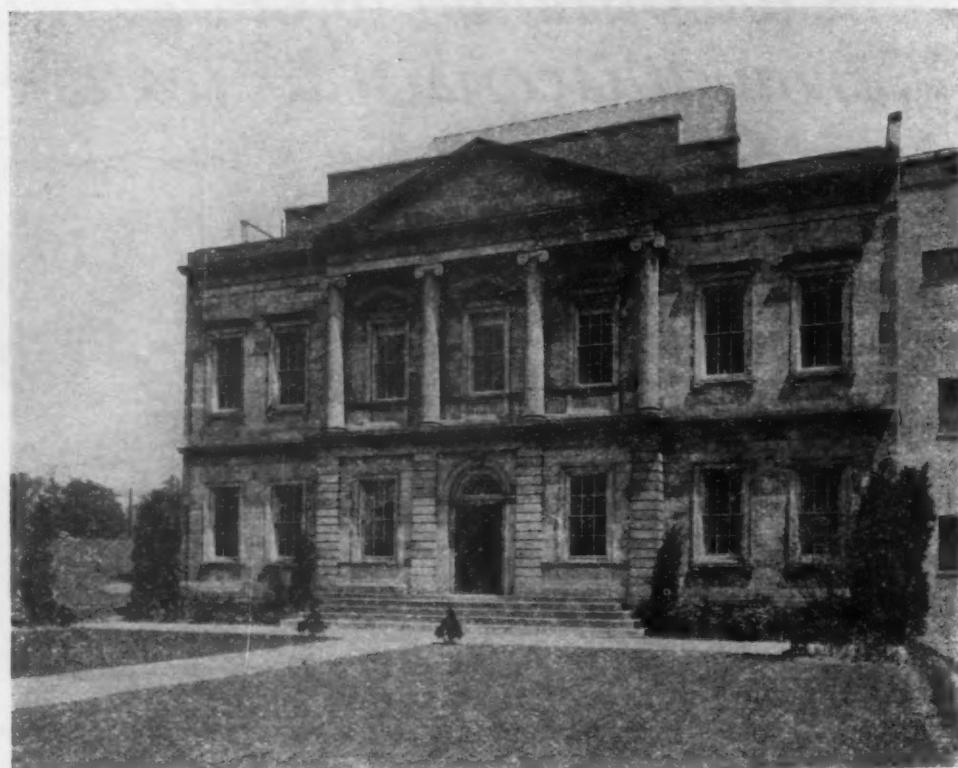
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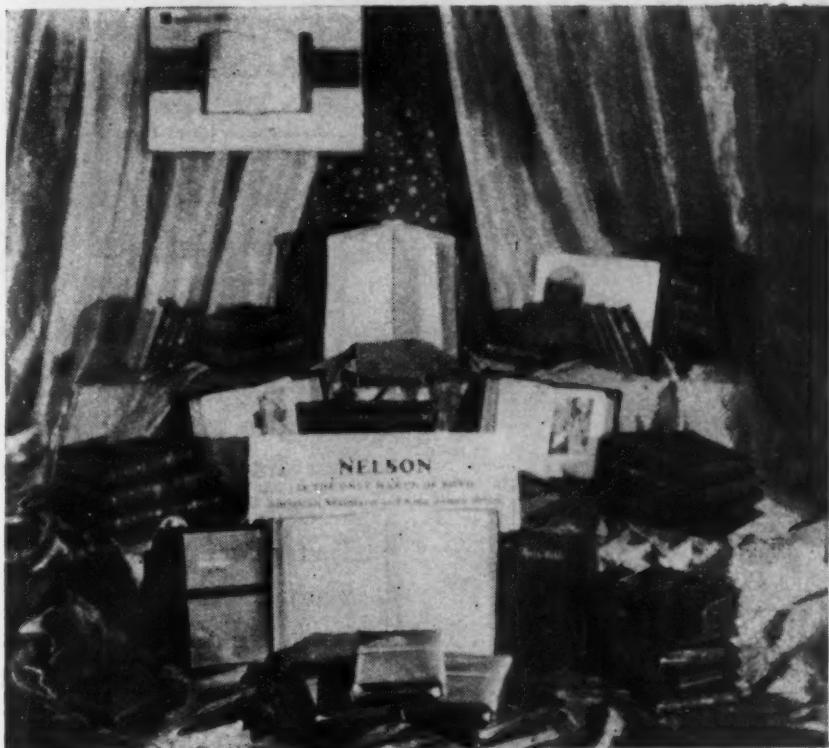
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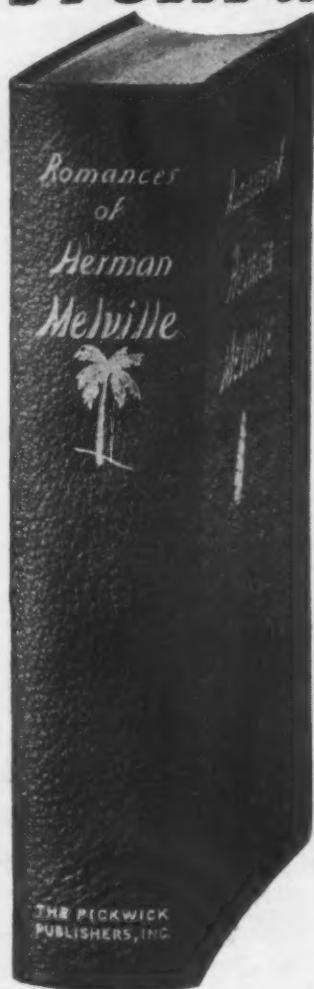
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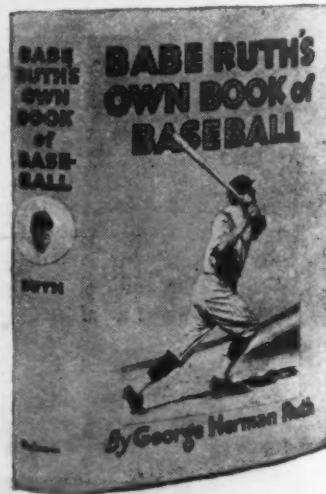
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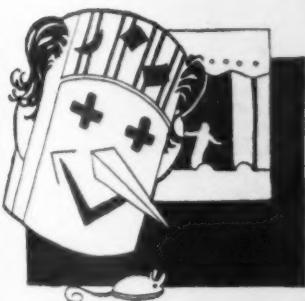
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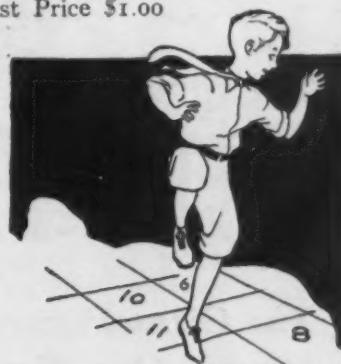
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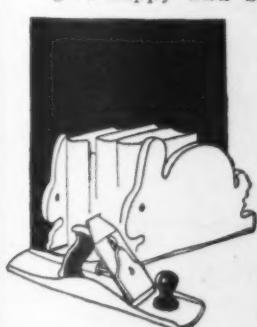
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(See opposite page)

	Expected Advance	Expected Total Sales
<b>TRADER HORN, Volume Two</b> Horn and Lewis June \$4.00	15,000	50,000 <sup>a</sup>
<b>W. R. HEARST</b> John K. Winkler April \$4.00	1,200	7,500
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<b>THE WORKS OF PLATO</b> Edited by Irwin Edman February \$2.50	893 <sup>d</sup>	3,500
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<b>BAMBI</b> Felix Salten March \$2.00	1,800	10,000 <sup>f</sup>
<b>THERESA</b> Arthur Schnitzler Mray \$2.50	5,000 <sup>g</sup>	20,000 <sup>h</sup>
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 So there you are.

 There are two columns of figures. The first is our guess as to the advance sale (in some instances the exact advance as it was on publication date is given) and the second our guess as to how many copies will have been sold by December 31, 1928.

 We believe the figures are conservative. If some of them seem high—well you've got to read *Bambi*.

#### **EXPLANATIONS OF THE PREDICTIONS**

- 1. This is exactly half as much as the first volume sold by the end of the first year. If Volume Two were twice as good as the first, we figure it would sell about the same as the first.
- 2. The Joseph Pulitzer biography by Don Seitz went over 6,000. This one is as good, and much funnier and much more readable.
- 3. That was the advance sale on date of publication, January 13. The first edition is out of stock. The weekly total is quite high, and the 3,000 total estimated sale is probably a bit low.
- 4. The Schopenhauer advance sale was a little higher than the Plato, since there are more Plato editions on the market. Both should have a good continued sale (1) because people like to read the philosophers themselves, (2) because the books give really good physical value.
- 5. Word will get around, we expect, that this is a nice book to own.
- 6. Well, you know what The Inner Sanctum thinks of *Bambi*. If The Inner Sanctum had its way it would like to add two more zeros.
- 7. The advance sale of Schnitzler's books is generally between three and four thousand. This, being a full length novel, is being ordered in larger quantities.
- 8. This is about twice the total of the short Schnitzler novels. We estimate it that way, since *Theresa* is a Magnum Opus.
- 9. We haven't been able to do much better than this on previous mystery stories.
- 10. This is sort of conservative—especially after we saw the jacket that's going around *Show Girl*.
- 11. It's sort of hard to do much with a book of this kind.
- 12. Booksellers share our enthusiasm.
- 13. And we believe the public will too.
- 14. Well, let's see what the next Buranelli Hartwick Petherbridge opus will do.
- 15. This figure is based on our experience with Tuite's last book: *So They Played Bridge—and How*.
- 16. That's what they usually go.

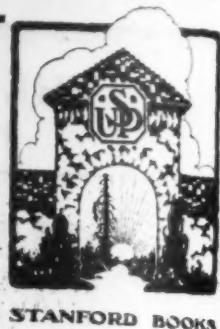
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**MUSTAFA KEMAL****By GRACE ELLISON**The amazing story of the young Turk who rose to be the present dictator. *Illustrated.* \$5.00.**HOLMES, SIR CHARLES J.****Notes on the Art of Rembrandt****Notes on the Science of Picture Making**A significant study of Rembrandt the artist, and a standard work on the methods employed by great painters, by the Director of the National Gallery, London. *Each, profusely illustrated,* \$3.50.**Rambles in Cathedral Cities****By J. H. WADE**A guide for the visitor in English cathedral cities. *With 16 illustrations and a map.* \$2.50.**Richelieu****By KARL FEDERN**A vivid portrait of the great French Cardinal. *Translated by Bernard Miall.* \$4.00.**Shooting With Surtees****By HUGH S. GLADSTONE**The shooting exploits of John Jorrocks, Jogglebury Crowdey, Facey Romford and other famous sportsmen. *Illustrated.* \$8.50.**Some Recollections of a Western Ranchman****By HON. WILLIAM FRENCH**

Reminiscences of an English "younger son" who went to the Far West in 1883. \$3.50.

**The Strange Adventures of Frederick Baron Trenck****Edited by PHILIP MURRAY**A handsome edition of this autobiography of the famous 18th century adventurer. *Illustrated.* \$4.00.**WHITEHEAD'S AUCTION BRIDGE FOR BEGINNERS****By WILBUR C. WHITEHEAD**Valuable to the beginner, the further-advanced player, or teacher. *With many explanatory hands.* \$1.00.**New STOKES Books for Boys and Girls.**

(Arranged alphabetically for quick reference)

**A TENDERFOOT WITH PEARY****By GEORGE BORUP**A New Edition of this popular story of Arctic exploration. *Illustrated.* \$2.50.**THE TRAIL OF THE LITTLE WAGON****By ALICE MacGOWAN**

An adventure novel for older boys and girls, of an emigrant journey in 1870. \$1.75.

**YOUNG AMERICA TRAVELS ABROAD****By MARJORIE****B. GREENBIE and HELEN L. DAVIS**

Through the eyes of a girl 15 and a boy 17, young readers see Europe. \$2.00.

# STRATFORD

## Announcements for Spring 1928

### More Aristocrats of the Garden

by E. H. WILSON, Keeper of the Arnold Arboretum

A complementary volume to "Aristocrats of the Garden," by the same author. "The great garden book for 1928," written by one of the highest authorities on the subject. 300 pp. 43 illustrations. Price \$5.00

### C'EST LA GUERRE

Edited by JAMES G. DUNTON

The Best Stories of the World War. A group of incomparable tales of the Big Show, written by acknowledged masters of modern short story writing.

\$2.50

### THE GARY I KNEW

By ARUNDEL COTTER

A revelation of the personal side of the late master of the Steel Corporation. The product of sixteen years' daily contact with the great financier.

\$2.00

### SEE INDIA WITH ME

By JANE A. TRACY

This is the story of a journey through India—covering a distance of 10,000 miles and five months of time. It is the only complete contemporary guide-book of India extant.....\$3.00

### CARDINAL NEWMAN

By GEORGE J. DONAHUE

A plea for greater interest in Newman on the part of Catholics in general, and Catholic boys in particular. The author has sketched the career of this genius illuminatingly. ....\$2.00

### STILL SELLING BIG CLEOPATRA'S PRIVATE DIARY

by HENRY THOMAS

Sophisticated gold-digging in the wild night life of Rome.....\$2.00

**THE STRATFORD COMPANY, PUBLISHERS  
BOSTON, MASSACHUSETTS**

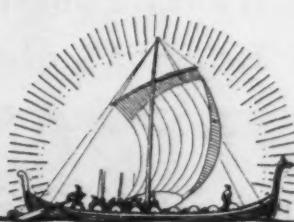




## Viking Books for Spring 1928

Armstrong, Martin	<b>LADY HESTER STANHOPE*</b> (Biography, April 23. \$2.00)
Bax, Clifford	<b>BIANCA CAPPELLO*</b> (Biography, April 23. \$2.00)
Bedel, Maurice	<b>THE LATITUDE OF LOVE</b> (Novel, June. \$2.50)
Büchner, Georg	<b>PLAYS OF BÜCHNER</b> (Drama, March 19th. \$2.50)
Debussy, Claude	<b>MONSIEUR CROCHE</b> (Musical Essays, April 9th. \$2.00)
Feuchtwanger, Lion	<b>THE UGLY DUCHESS</b> (Novel, Jan. 3d. \$2.50)
Howe, Bea	<b>A FAIRY LEAPT UPON MY KNEE</b> (Novel, Jan. 3d. \$2.00)
Hillyer, Robert	<b>THE SEVENTH HILL</b> (Poetry, March 5th. \$1.50)
Leonard, William Ellery	<b>THE POET OF GALILEE</b> (Religion, March 19th. \$2.00)
Macleod, Joseph Gordon	<b>BEAUTY AND THE BEAST</b> (Belles-lettres, Feb. 20th. \$2.50)
Mazur, Paul M.	<b>AMERICAN PROSPERITY.</b> (Current Affairs, Mar. 19th. \$2.50)
Powys, T. F.	<b>MR. WESTON'S GOOD WINE</b> (Novel, March 19th. \$3.50)
Sackville-West, V.	<b>APHRA BEHN*</b> (Biography, March 19th. \$2.00)
"Saki" (H. H. Munro)	<b>BEASTS AND SUPER-BEASTS</b> <b>THE TOYS OF PEACE</b> (Short Stories, Feb. 20th. \$1.75 each)
West, Geoffrey	<b>ANNIE BESANT*</b> (Biography, March 19th. \$2.00)
Zweig, Stefan	<b>VOLPONE</b> (Drama, March 19th. \$2.00)

\*Volumes in The Representative Women Series. Editor: Francis Birrell.



THE VIKING PRESS  
PUBLISHERS

30 IRVING PLACE  
NEW YORK

*New Publications for the Spring*

## Fair Winds in the Far Baltic

By Alfred F. Loomis, author of "The Cruise of the Hippocampus." The entertaining log of a 2,000 mile cruise through Scandinavian waters. Over the far reaches of the Baltic Ocean the *Lucette* and her jolly crew touched at many ports, some famous and some obscure, but all immensely interesting. A series of really unusual photographs pictures the whole fascinating voyage.

*Published April 6th. Octavo. Many illustrations. \$3.00*

## The King of The Trail

By Emma Turner Blake. Lovers of dogs, whether children or grown-ups, will be delighted with this stirring tale of Alaska and with "Buster" the heroic leader of a sledge-team.

*Published April 6th. Illustrated.  
\$1.75*

## Modern Love

By H. W. Yoxall. A novel of international marriage in the sophisticated society of post-war London. A tragicomedy of conflicting manners and traditions.

*Published March 16th. \$2.00*

*Still Selling Strong*

## Ten—and Out!

By Alexander Johnston, with a Foreword by Gene Tunney. This narrative outline of the prize-ring in America has made a permanent place for itself in the literature of sport. "A classic in the field of American prize-ring history."—*Phila. Ledger*. Octavo. Illustrated.

\$3.50

## "Sister"

The War Diary of a Nurse by Helen Dore Boylston. "A keen, heart-searching, intelligent record, told as only a woman can tell it."—*Minneapolis Tribune*.

\$2.00

**IVES WASHBURN, Inc., Publisher, New York**

*In Canada: McLean & Smithers, Toronto*

*New Publications for the Spring*

## **The Confessions of a Rum - Runner**

By James Barbican. Facts more thrilling than fiction—a sensational revelation of what goes on behind the scenes in the most dangerous profession in the world today. It is an authentic, first-hand narrative by a man who was personally engaged, on sea and on land, in every phase of this dare-devil industry.

*Published March 2nd. Display Card Free. \$2.00*

## **The Death of A Diplomat**

By Peter Oldfeld. Up-to-the-minute mystery laid in the shadow of the League of Nations palace at Geneva, where the theft of a secret treaty places the peace of Europe in peril.

*Published March 16th. \$2.00*

## **Behind the Devil Screen**

By Maude Keck and Olive Orbison. In present-day Peking a twin brother and sister from America become entangled in a net of Chinese intrigue. Full of color and excitement.

*Published March 30th. \$2.00*

*Still Selling Strong*

## **The Story of Law**

By John M. Zane, LL.D., Litt.D. Introduction by James M. Beck, formerly Solicitor-General of the U. S. The first complete and popular story of the development of Law. Enthusiastically reviewed—widely advertised. A book of permanent value.

*Popularly illustrated. Octavo. \$5.00. Display Card Free.*

**IVES WASHBURN, Inc., Publisher, New York**

*In Canada: McLean & Smithers, Toronto*

**ALREADY A BEST SELLER**

[ According to **THE LATEST BOOKS**  
*Buyers Guide of Baker & Taylor Co.* ]

# The Lone Scout of the Sky

## The Boy's Story of Charles A. Lindbergh

*By James E. West, Chief Scout Executive  
 Boy Scouts of America*



It's a story for boys written by a boy's man and every moment in it is as exciting as any novel.



A personal message to the boys of America, signed by Lindbergh himself, prefaces the inspiring story.



Special contributions by Dr. John H. Finley, Chairman, Committee on Education, B. S. of A.; Commander Richard E. Byrd; and Clarence D. Chamberlin.



Accompanied by complete instructions on how to make a flying model of the Spirit of St. Louis.

**PRICE \$1.00**

272 pages—32 full-page illustrations

Action card in seven colors included  
 with your order

*PUBLISHED FOR*

# BOY SCOUTS OF AMERICA

By The John C. Winston Company, Philadelphia



Every demand for Bibles can be supplied with

# Winston "International" BIBLES

**THE LARGEST LINE OF  
SELF-PRONOUNCING BIBLES PUBLISHED**

### SUPERIOR QUALITY

The excellence of the paper, printing and binding of the Winston "International" Bibles is world famous. No expense has been spared in endeavoring to produce Bibles of the highest quality.

### LARGE VARIETY

The "International" line comprises more than 400 styles of Bibles and Testaments in a large range of sizes, with various contents, and beautiful bindings. Anyone can readily find the exact style to suit his purpose.

### READABLE TYPE

The publishers of "International" Bibles were the first to make self-pronouncing black face type Bibles. This line includes a larger variety of clear, easily read type faces than any other line.

### AUTHORITATIVE HELPS

The Helps, Concordances and other special features in Winston "International" Bibles have been prepared by eminent authorities and have been accepted by all denominations.

### POPULAR PRICES

The wide range of prices, governed by size, contents, additional features, quality of paper or binding, at which "International" Bibles are obtainable makes it possible for the dealer to handle a variety as will best meet the requirements of his particular trade.

**"International" Bibles** are printed and bound in our own plant, which contains the very latest machinery, specially built to meet the exacting requirements of Bible manufacture.

**The Winston "International" Line comprises**

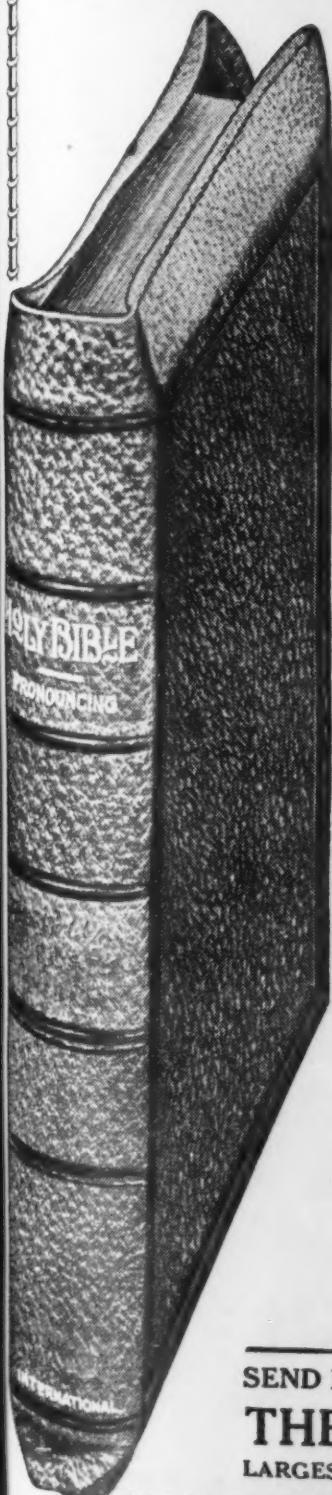
**TEXT, REFERENCE, TEACHERS'  
WORKERS' SCHOLARS' AND  
HOME DEVOTIONAL BIBLES**

**RED LETTER BIBLES AND TESTAMENTS  
CHRISTIAN WORKERS' BIBLE AND TESTAMENT  
PRECIOUS PROMISE BIBLE AND TESTAMENT  
LOOSE-LEAF BIBLE AND TESTAMENT**

**SEND FOR COMPLETE DESCRIPTIVE CATALOG WITH PRICES**

**THE JOHN C. WINSTON COMPANY**

LARGEST AMERICAN BOOK and BIBLE PUBLISHERS and MANUFACTURERS



## In Condensed Form

THE nib of the matter as to any new book is in the short paragraph which the publisher writes about his new books to accompany his spring announcements. Every way to clear description and suggestive analysis is invoked to make those few words carry to the handler of books, bookseller, librarian, or critic, a clear idea of the real nature of the book and its reason for being. Why was the book written, for what purpose, why does the publishers believe there is a need for it? That the advertisement tries to express in a few words.

**SPRING BOOKS AND BOOKS FOR SPRING****THE YOUNG EMPLOYED GIRL**

By DR. HAZEL G. ORMSBEE \$1.00

Background for an approach to the problems of the girl who has left school and gone to work. Out of this study of 500 girls, emerges a picture of the girl herself, why she leaves school, what her recreations are and how she can best be helped to better adjustment.

**CHARM BY CHOICE**

By RUTH F. WADSWORTH, M.D. \$1.00

Under this alluring title a doctor tells the modern woman how to cultivate personal charm through health habits. From the Usefulness of Cosmetics to the Ageless Mind she points the way to increasing attractiveness. In Dr. Wadsworth's opinion it's "up to you" whether you are charming or not.

**MAGIC CASEMENTS**

By RUTH PERKINS \$1.25

Camp programs described in detail. How to work out a program that fits the special group. A Treasure Chest project—A Round Table project—Suggestions for adapting these projects to other camp groups.

**FEET AND SHOES**

By JANE BELLOWS .75

Foot hygiene: What are good feet; How to keep them fit; How to correct common defects; What constitutes a good shoe?

**EXPLORERS**

By MARION DUDLEY .50

Camp services, outlines for discussion, all the framework for building a camp program about the idea of exploring new ways.

**THE WOMANS PRESS**

**600 Lexington Avenue  
New York**

New Books  
in General Demand from  
**YALE UNIVERSITY PRESS**

**The Science  
of Society**

By William Graham  
Sumner

*Late Professor of Political and  
Social Science in Yale  
University.*

and Albert Galloway  
Keller

*Professor of the Science of Society  
in Yale University.*

In the making for over a quarter of a century, by two of the foremost scholars in the field. In four volumes on fundamental bases of society; religion; self-perpetuation; and sources.

*Volumes I—III, \$4.00 each.*

*Volume IV, \$8.00.*

**Priests and Kings**

By Harold Peake  
and Herbert John Fleure

A popular volume dealing with the period when the military and religious powers dominated society—the fourth in a series of eight known as "The Corridors of Time."

*Illustrated. Price \$2.00.*



**The  
Immediate Origins  
of the War**

(28th June—4th August 1914)

By Pierre Renouvin

*Director of the French War Library.*

Translated by

**THEODORE CARSWELL HUME**

With a Preface by

**CHARLES SEYMOUR**

*Provost of Yale University.*

*Author of*

*"The Diplomatic Background  
of the War."*

The authoritative pioneer volume on the causes of the war, available for the first time in English, in a revised edition brought up to date with the latest evidence. Written and rendered in a vivid style.

Here are the facts, here is the clear light of scholarly research on the question of war guilt.

*Price \$4.00.*

**Aspects of British  
Foreign Policy**

By Sir Arthur Willert

*Chief of the Press Bureau Foreign  
Office, London.*

The objectives and the recent history of British diplomacy in addresses at the Institute of Politics in Williamstown in 1927.

*Price \$2.00.*

**Two**

**Washington Irving  
Notebooks**

Edited with critical introduction and footnotes by  
Stanley T. Williams

*Associate Professor  
of English in  
Yale University.*

Added to the inherent interest of these two exquisite little volumes is the fact that they will soon become a collectors' item.

The edition is limited.

*Price \$15.00.*

**Charles Dickens  
As a Legal Historian**

By

William S. Holdsworth  
*Vinerian Professor of Law  
in Oxford University.*

Characters and customs of English courts in the time of Dickens, discussed by a legal expert, with many picturesque quotations.

*In Press.*

**YALE UNIVERSITY PRESS · NEW HAVEN**

Publishers of *The Chronicles of America* and *The Pageant of America*

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MARCH 10, 1928

## Our Quarterly Indexes

**I**N this number of the *Publishers' Weekly* there goes to subscribers the second of the quarterly indexes of new books for 1928, an author and title index of 100 pages which will be distributed in an edition of 7,500 copies, about 10 per cent above the average circulation. These indexes supply the American booktrade with a trade tool of great scope and value.

There will be a total this year in the *Publishers' Weekly* of about 306 pages of index, a large volume in itself. The Mid-Winter Index of January

7th had 35 pages; the Spring Index, 101; the Mid-Summer will be about 50 pages long, and the Fall Index, if it is like last year, will be 120 pages. These indexes are arranged by both title and author and also by series. In the Spring Index about 3,500 volumes have been listed, a list smaller by 5% than that of last year as compared to a 15% increase between 1926 and 1927.

As so much is said in public discussion about the flood of books, the *Publishers' Weekly* may take this occasion to point out that, in the total number of new titles published in a year in the field of general publishing, there are still not as many as there were fifteen years ago. The percentage of books that fall into the spring months,

however, has definitely increased. Fifteen years ago the spring index list was usually 60% as long as that of the fall; today it is over 80%. This does not mean that the spring business is 80% as important in volume as the fall, as a great many miscellaneous titles come out in the spring in order to avoid the high pressure of big titles in the months of October to December, but there has been a very general increase in the importance of the spring season.

The *Publishers' Weekly* collects the information for the indexes by a systematic canvass of all publishers and lists alphabetically every announcement received up to the last moment.

No bookseller can carry all of the new books issued. Most booksellers have to find their special lines and need this aid to give prompt service in those fields in which they do not specialize. No other retail business has such exacting demands made upon its salesmen for exact information as to past and present productions and no trade has so many tools thru which the information can be located. From the foundations of Roorbach, Kelly & Leyboldt there has been built up the facilities of the U. S. Catalog, Trade List Annual and *Publishers' Weekly* Indexes.

**THIRTY-FIVE HUNDRED**  
*volumes, covering the Spring output of American publishers are indexed in this number. During each year, approximately nine thousand volumes, including new editions are listed in six hundred pages of Weekly Record and indexed in three hundred and more pages of quarterly index.*

# What \$1,000 in Advertising Will Do in the Spring of 1928

By Polly Street

*Promotion Manager, Frederick A. Stokes Company*

RICHARD L. SIMON'S admirable article, "Advertising a Given Book," in the March *Atlantic Bookshelf* has much food for thought for any of us in the book field who have to do with sales promotion. In discussing the size of the advertising appropriation for a book, Mr. Simon says, "An intuition or a hunch about a book sometimes causes us to increase the price-per-copy appropriation. For instance, we are about to publish a \$2.00 book, the first printing of which is 2000 copies. So little can be done with \$400.00, which would be the regular appropriation on the 10% basis, that we decide, because we have a hunch the book has a chance, to allot an arbitrary initial advertising fund, say of \$750.00."

Going somewhat further and allotting \$1,000, I sat down one evening last week to figure out an imaginary promotion campaign for a \$2 first novel by an unknown author, restricting my campaign in the newspapers to New York City, following out Mr. Simon's idea that "the potentialities of a best seller are usually first discovered in some of the New York bookstores." Incidentally my experience tallies with Mr. Simon's further statement that "When we have had a book that seems to be catching on, we have noticed the first reorders have come in from The Penn Terminal Book Shop, Brentano's, Macy's, and the bookstores around Washington Square. Why, I don't know. I suspect it may be that the managers of the stores

watch reviews closely, and read the books before they are generally read elsewhere. Then they recommend them to their customers, who in turn have come to rely upon their judgment. I suspect, also, that gossip about forthcoming books circulates in these stores via customers (and authors' friends) before the books are actually published . . . This has been confirmed when I have discussed the matter with other publishers and publishers' salesmen. There are one or two booksellers in almost every city who are quick on the trigger. An expression of gratitude for the existence of this type of bookseller would be gratuitous. Other booksellers may eventually buy more copies of a book, once it has caught on, but I believe it is due to this increasing group of alert booksellers that publishers owe the eventual large sales of a particular title that arrives unheralded. Not only do they start a book in a community, but they bolster up a publisher's enthusiasm and faith at the zero hour of the book's career.

Perhaps some booksellers, librarians and others interested in books will share my interest in the figures and perhaps those who have not before given thought to the cost of campaigns will have more respect for what publishers do for their authors. Naturally there are other combinations of papers and magazines that might be used to equally good advantage—my choice was dictated by the belief that the standing of the media listed was well known to all in the book trade.

Rate

per line: 50 lines, double column (a space about 3½" x 4")  
\$1.14      New York Times "Book Review" in 2 issues  
.735      New York Herald-Tribune "Books" in 2 issues

\$1.875

\$1.875 x 200 lines

\$375.00

Rate per line:			
	50 lines, single column (a space about 3½" x 2")		
\$1.14	New York Times "Book Review" in 2 issues		
.735	New York Herald-Tribune "Books" in 2 issues		
<hr/>			
\$1.875	\$1.875 x 100 lines		\$187.50
	35 lines, single column (a space 2½" x 2")		
.686	New York Herald-Tribune {Run of paper—Once a week}		
.59	New York World {for four weeks in each paper}		
<hr/>			
\$1.276	\$1.276 x 140 lines		\$178.64
Rate per page:	1/7 page, once		
\$315	Atlantic Monthly		
\$238	Harper's Magazine		
<hr/>			
\$553	1/7 of \$553		\$79.00
	(or 1/7 page in Atlantic Monthly, \$315		
	and Scribner's, \$212.80		(\$75.40)
<hr/>			
125	copies of book sent for review		
50	" " " " to book clerks		
<hr/>			
175	copies @ 40c		\$70.00
	Space in a Spring Catalog for the trade, reprinted twice		\$50.00
	1/4 page, twice in Publishers' Weekly}		
	1/4 page, once in Retail Bookseller }		\$50.00
	Miscellaneous cuts, pictures of author, etc.		\$9.86
	<b>TOTAL</b>		<b>\$1,000.00</b>

(Note: Advertising rates are taken from the February 1928 Standard Rate and Data Service. I assume that the publisher has a contract for at least 5,000 lines in the New York Times, Herald-Tribune and World, and for six pages in the Atlantic Monthly and Harper's or Scribner's Magazines. The sum of 40 cents per copy for books sent out for review is obtained by taking a certain percentage of the manufacturing cost of each copy which is charged to advertising, plus 10 cents per copy for postage.)

I make no comment on the inadequacy of such a campaign beyond pointing out that this expenditure does not permit of a poster or circular. It provides for newspaper advertising in medium-size space on two Book Pages in New York City only, for but two consecutive weeks and in smaller space for two further weeks and a very small space once a week for four weeks in two daily papers. "Altho this restriction of newspaper space to New York is in line with Mr. Simon's belief—"I have come more and more to the conclusion that it is best to concentrate advertising in as few media as possible. The intensity of the attack is

thus immeasurably enhanced. The total effect is more dramatic, because you can take larger space and repeat your advertisements. Without some repetition a campaign is woefully handicapped"—there is precious little chance for the valuable repetition in this campaign!

The one cheering result of putting these figures down in black-and-white has been the very healthy respect the few authors to whom I have shown them have shown for the actual, more elaborate campaigns planned for their novels. Perhaps it's a good idea for authors generally to realize how little purchasing power the advertising dollar has!

# Reconsider the Advertising

*And You Will Find It Not So "Different"*

Alexander Van Rensselaer

*Co-author of "The Business of Writing"*

SOMEBODY is always taking the joy out of publishers' advertising. Publishers' advertising is "different," the croakers say; every new book is a new product, a new problem. They tell you that because of the overwhelming number of new products and new problems which a publishing house generates, publishers' advertising cannot follow the principles and methods so painstakingly constructed by the advertisers of goods other than books; and, above all, it cannot obtain any sort of cumulative effect or achieve continuity.

"Advertising for a publisher," says Philip G. Wylie, in his article "Consider the Advertising," which appeared in a recent issue of *The Publishers' Weekly*, "is not the same thing as advertising for a cigarette manufacturer, a national baker, or an automobile maker." Is advertising for a cigarette manufacturer the same thing as advertising for a national baker, or an automobile maker?

Perhaps the problems of publishers' advertising are more complex than those of automobile advertising. But the explanation is that the publisher has not the comfortable margin of profit to work with that the automobile maker can hopefully count upon. The publishers' riddle is, how to get the greatest possible result from the least possible expenditure.

To be sure, this problem is not peculiar to the publishing business. Every advertising man's duty is to obtain the maximum amount of effective publicity with the appropriation allotted to him. But the publisher is more dependent than others upon hundred per cent advertising efficiency. He must consider the return on every penny spent.

To make sure of a full return from advertising money spent, the manufacturer first studies his market and then examines the mediums which seem best suited to cultivate that market. Finally he co-ordinates his sales campaign with his advertising program. And it is right here that most of the publishers fall down. Most publishers' advertising has to be so different from other types of advertising chiefly because so many of the publishers fail to realize the vital importance of unifying their sales and advertising activities.

A publisher places upon his list a novel by a new author. (And frequently a book will slip into the list unknown to the advertising man until it is in page proof). The publisher has accepted the novel because the author seems to be worth developing and because the novel itself has sales possibilities. The publisher's attitude towards this book is: the novel has a chance, altho somewhat slim, of getting over; on the other hand, if it fails to "get over," it will probably at least pay for itself, and maybe do a little better than that. There is a legion of such books on the combined lists of all our publishers; and how are they marketed?

Here is what happens. The instructions to the advertising manager, after a "conference," will be of this nature: "We cannot afford to do very much for this book; we've got too many others just as good to worry about. But this book has possibilities and also we want to cultivate its author, who seems to be a comer. We'll have to do something; so give the book a good jacket, get all the free publicity you can for it, and spend about \$350 on display advertising."

That's about it. But where is that particular book going to be sold? What bookstores will carry it in stock? What type of person is going to purchase it?

Does the advertising manager get satisfactory answers to these questions? Generally not. He is told that the salesmen will carry dummies of the book, and he knows from experience that the salesmen will call upon so many bookstores in so many cities scattered far and wide over the map of the United States, and that they will supply any bookseller who can be persuaded to take a chance on buying the book. At the time he must plan his campaign and get his copy ready, that is about all the information he has to work with. He reads the book, perhaps; and forms an idea as to the sort of person the book will interest.

Of course there is only one thing for him to do. The book is going to be sold, after a fashion, nationally; and he has \$350 for a national advertising campaign! He advertises the book in the trade weeklies in order to back up his book salesmen. He sends out a hundred or so review copies to the critics with an earnest prayer that it will be "talked up." And he sends a petit advertisement or two to the book sections of three or four publications that are read by booksellers and some bookbuyers.

I do not believe that the procedure outlined describes the best possible method of merchandising books. There ought to be planned for every book that has a chance of "getting over," a more unified sales and advertising campaign. If only \$350 is the logical percentage for advertising a certain book, the sales effort and advertising efforts ought to be concentrated upon a limited field, and then if the book "gets over" in this field, a wider area can be covered.

One wouldn't advertise an automobile in San Francisco that is not available outside of New York state; nor attempt to sell in certain districts of Harlem a book advocating the lynching of all colored folk. Yet publishers do things just as incongruous. Publishers' advertising seems to be based 50 per cent upon tradition, 25 per cent upon prejudice, and not more than 25 per cent upon experience and thoughtful study.

Publishers' advertising copy, until very recently, has also reflected the conservatism of those who believe that nothing under a

hundred years old has merit. You do not have to look very far back thru the bound volumes of any literary magazine or newspaper book section to convince yourself that publishers in general have been loath to break away from the cut-and-dried title-author-brief-description type of book advertising in vogue at the turn of the century.

There is no reason why the advertising of a publishing house cannot be based upon the fundamental theories and principles which today control most of the advertising of other manufacturers and concerns. The principles which govern the mechanics of advertising, the making of attractive and articulate lay-outs, and the writing of interesting and appealing and purposeful copy, apply to all manner of advertisements, whether they feature shoes or ships or sealing wax or cabbages or books. And if more publishers employed advertising men who have a speaking acquaintance with these principles, the making of book advertising would not long remain such an obviously peculiar and "different" undertaking.

I have little patience with the argument that, because each book is a new product, it must be presented independently, and, therefore, from the viewpoint of the publisher, no definite cumulative effect can be obtained in advertising it, excepting for future books by the same author. I am convinced that it is possible to so direct the advertising and publicity of a publishing house that every bit of copy sent out will serve to "sell" the publishing house as well as the books of the publishing house. Many concerns sell silverware of innumerable shapes and designs, but for long there has been only one Tiffany.

No one can be made to enjoy a book simply by impressing upon him that it is the publication of a certain house, but a publisher ought to be able to develop, both thru his performance and thru his advertising, a definite reputation which will create a feeling of confidence among a large group of people and which will tempt these people to look first for the books which come from his particular house.

Publishers' advertising, altho more complicated than many, by no means all, other kinds of advertising, is not so very "different"; it is rather, at the moment, *indifferent*.

# Conserving Stock vs. The Quick Turnover

Morris H. Briggs

*Author of "Buying and Selling Rare Books"*

PRESENT day business is conducted on the theory of mass production and a quick turnover. Due to the advance in production methods the problems of supply have been largely solved. Business problems remaining are chiefly those of selling. Sales have been accelerated to a degree that is apparent to even the casual observer. During a special sale held recently by the Boston Store of Chicago, more merchandise was sold during eight hours than the store's yearly sales of a decade ago. The ambition of every modern sale's manager is to turn his stock over just as rapidly as possible, obtaining small profits and many of them.

To conduct a successful second-hand book business advantage must be taken of modern merchandising methods. The problem of obtaining a stock is not a serious one. Due to enormous book production the supply of second-hand books is increasing yearly. In fact the day will never come when such books cannot be bought more rapidly than they can be sold. Experienced booksellers find their vital problems those of selling; those notably successful in this field are turning their stocks, whether of rare or common items, just as quickly as possible.

Knowledge of books is an important aid to success in second-hand bookselling but without merchandising ability it may prove a liability. Good merchants have gone into this business lacking book lore entirely and have made a success thru taking advantage of basic selling principles, turning their stocks over rapidly at a small profit. Quick turnover is all important and every department of a second-hand book business should be subordinated to this end.

A quick turnover does not mean that rare books or worthy books of any kind

should be sacrificed or sold at figures far below their worth. It does mean, however, that a second-hand book business should be conducted in such a manner that it can meet its fixed expenses, buy stock and obtain the largest possible profit on the amount invested. Accounting shows that profits come thru frequent sales rather than a conserved and slowly moving stock. This cannot be questioned in the case of moderate priced second-hand books as every bookseller knows that stock of this nature must be moved rapidly in order to prevent his store being choked with it. It is found equally true in the case of rare books when the matter is given careful consideration. If a general bookseller has only a small capital to invest in rare books he must of necessity move his stock rapidly or he cannot continue to handle them. If he possesses sufficient capital to mark up his rare books to the top market price and to hold them until they sell for these figures, accounting will prove to him the error of the practice. Allowing him an investment of \$3,000 yearly in rare book items and figuring yearly sales of one-third of this amount at a 200% markup, the proceeds will just return him his investment with no cash profit. If he invests \$60 weekly in rare books and sells 75% of them weekly at a mark-up of 100% this department of the business will net a cash profit of \$1560. True the dealer who conserved his stock will have rare book items remaining at the end of the year amounting to \$2,000 at cost and the bookseller who sold rapidly only \$780, but at the end of the year the latter will have most of the business and a reputation for giving values that will eventually bring him the remainder. He will also have the advantage in that his stock is novel and constantly changing. Rare

book buyers avoid a store where they always see the same items on the shelves. This factor alone more than makes up for any depreciation in values that might come from holding two-thirds of a stock of rare books for a period of a year. Frequent sales are the life of any business and the trade in rare books is no exception to the rule.

Granting that a quick turnover is desirable in every department of a second-hand book business it is well to consider some of the merchandising methods by which it can be obtained:

#### **Buying for a Quick Turnover**

Large lots of second-hand books should not be bought unless containing a sufficient percentage of quickly and readily saleable items to return a profit on the entire lot within a short time. Lots containing only junk are high at any price as they are hard to sell and slow moving. Under the most favorable circumstances enough junk will be secured to keep the bookseller busy moving it; if he is not careful to keep the percentage down as much as possible, he will soon find his store clogged with unsaleable stock.

In buying small lots of books and single volumes junk should never be taken. Higher and fairer prices can be paid for good items and it is surprising how many of these will be offered to the man who has built up a reputation for paying a fair price. Book scouts are becoming better posted every day and will sell to the bookseller who gives them a fair deal.

#### **Sorting and Pricing**

After purchase lots of second-hand books should be divided roughly into two classes: 1—Books selling for less than \$1 each; 2—Books selling for \$1 each or more. For a rapid turnover books in Class 1 should not be displayed on shelves or in cases but grouped on bargain tables or stalls priced at 25, 50 and 75 cents. It does not pay to spend much time in classifying the cheaper books. However the more expensive ones should be carefully classified and grouped in sections on the shelves or in cases, so that customers may readily locate the books in which they are interested.

Cheap books should be priced at figures which will move them rapidly. If found

unsaleable at one price rapid reductions are in order and if they do not move at the lowest reasonable figure it is better to sell for old paper than to devote any large proportion of store space to them over a long period of time. In the case of rare books prices should be adjusted for a rapid turnover, which in the case of most second-hand bookstores means a considerable discount from the top market figures. In most cases the second-hand dealer can scarcely hope to compete with the rare book specialist, as granted equal ability and knowledge he will find it impossible to devote as much time to this department. He should make it a rule to obtain as high prices as is consistent with a quick turnover. This ratio will depend on his location, his knowledge and ability to sell rare books, his proficiency in getting in touch with collectors, personally and by mail, or, in short, his efficiency in conducting a rare book department.

#### **Store Arrangement**

It will pay every second-hand bookseller to observe the methods of successful chain stores in displaying their stock, notably the drug and ten cent stores. Quick selling and profitable lines should be given places of advantage where the turnover will be even quicker. Books should be made easy of access to customers and never crowded into a store until it is difficult to look them over. It is much better to have a storage space for surplus stock than to overcrowd the display space. Shelving should rarely be more than eight feet in height, and all books and fixtures should be kept clean and free from dust. Fine books of all kinds which are likely to be damaged by handling should be kept in cases with glass doors. It is important to have good store and window illumination at all times.

#### **Store Location**

This is a very important factor in quick turnover and one to which the chain stores have devoted special attention. In choosing a location for a second-hand bookstore every effort should be made to obtain the greatest possible number of passersby for the available rent money. This involves a careful study of possible locations before renting. To do an extensive business in moderate priced second-hand books it is

absolutely necessary to select a lively street and in most cases one which is busy both day and night.

#### Selling

Department and chain store methods of selling can often be adapted to second-hand bookselling. No single merchant has a monopoly of efficient methods of speeding up the turnover. If chains of drug stores can make money by putting on a "One Cent Sale" there is no reason why the bookseller cannot follow their example. Everybody likes a bargain, even if only a hypothetical one. There are a surprising number of people who would not buy one book for twenty-five cents, but who could be induced to carry out two for fifty-one cents. In other lines merchants are continually carrying on special sales of all kinds. It must and does pay. Logical and attractive excuses can be found for such sales, avoiding the hackneyed and timeworn. Window, wall and table space should be utilized for displaying advertising messages. Price cards should be frequent and neatly prepared. Window displays should be made attractive and changed frequently. A store bulletin may be displayed in the window giving informa-

tion on books wanted and also on special libraries or items for sale within:

Several hundred pages could be devoted to novel methods of selling for the second-hand bookseller. Books are the liveliest things in the world and there is no excuse for not adopting modern and interesting methods of marketing them. Traditions of the past can be thrown to the winds as has been done in the case of the drug store, which at present bears little resemblance to the dignified chemist's shop of the 90's. Few of these old-fashioned drug stores remain but are well worth a visit just to note the advancement that has been made commercially by their successors the chain stores such as Liggett's, the Owl Stores, Walgreens and myriads of others. Some of us regret the old days and go back in memory to second-hand stores of the old type. A few such stores remain but they are passing rapidly, victims of commercial evolution. They cannot compete with the modern, second-hand bookstore. Much as the past may be regretted it is folly to cling to antiquated selling methods and the notable second-hand bookselling successes of the future will be those taking the utmost advantage of every modern up-to-date selling method.

In all lines of business involving the merchandising of a large number of low priced articles, slow, dignified selling is a thing of the past. Expenses have risen to such an extent that the expansion, usually the very life of a business, depends on the securing of a rapid turnover. The second-hand book business is no exception to this rule; in fact a short experience in it will sooner teach the folly of conserving stock than a hundred pages of printed advice. Success in second-hand bookselling is directly proportionate to the rate of the turnover.

#### Brown's Book Store

We buy old Lapeer County histories and genealogies.

1000 copies of old novels wanted.

We have just purchased the fine library of Frank J. Brown. Over 2000 fine books offered at bargain prices.

Fair prices paid at all times in cash for libraries or single volumes.

*Morris H. Briggs, who is an authority on rare books, especially Lincolniana, and who understands as well the fine points of the management of the rare and secondhand book business, is the author of "Buying and Selling Rare Books," a series of articles which originally appeared in *The Publishers' Weekly* and was subsequently published in book form.*

# Chicago Book News

Milton Fairman  
of the *Chicago Evening Post*

PASCAL COVICI has announced an interesting list for spring publication.

First and foremost is a complete and limited edition of the poems of Francois Villon in two volumes. The French text will be given with an English translation by J. U. Nicolson, author of "The King of the Black Isles," who is an authority on poetry of this period and whose own verse has won him a large following.

Another important item is Francois Carco's novel, "Perversity," which Ford Madox Ford called the "second Madame Bovary" and then decided to translate. Then there is "The Wild Party" by Joseph Moncure March, a young New Yorker. Of it and its author Louis Untermeyer has said many kind words: "It is one of the most highly exciting and vividly projected books I have read in years. Its author is a genuine personality." The edition is limited to 750 copies, illustrated by R. Marsh.

\* \* \*

THE Illinois supreme court has denied a writ of certiorari to the Atwell Printing and Binding Company for a review of its case against the *Prairie Farmer* magazine. Appeal was asked from a superior court decision where the printing company lost its suit for \$250,000 for a broken contract.

\* \* \*

A "Once-a-Month" book club for its customers has been inaugurated by the Walden shop. The store recommends a book—this month Maurois' "Disraeli"—and at the same time offers a \$25 prize for the best 500-word review of it.

\* \* \*

SIDNEY M. AVERY, Chicago manager for Brentano's, is making preparation to move the concern's store into new quarters in the recently completed Pittsfield building. Brentano's have leased 16,500 feet in the building and will move about May 1. Meanwhile a big removal sale is in progress.

\* \* \*

THE Methodist Book concern announced that a first day sale of hundreds of copies greeted E. Stanley Jones' new book, "Christ at the Round Table." The sale to date of Mr. Jones' previous work, "The Christ of the Indian Road," was reported at being upward of 300,000.

\* \* \*

THE Argus bookstore, 436 South Wabash avenue, has taken over some of the publications of Mitchell Kennerley, including some items which have been difficult to obtain for a number of years. The store also has acquired the remaining stock of the large paper edition of "The Crock of Gold," by James Stephens. This edition is signed by the author and has Thomas Mackenzie's illustrations.

\* \* \*

VERA VALENTINE'S bookshop in the Illinois Merchants' Trust building celebrated its fifth birthday on its patron's feast—February 14. Miss Valentine will open a branch store May 1 in suite 1463 of the new State Bank building.

\* \* \*

SHAKESPEARE week was observed in Chicago with an elaborate program in the Marshall Field book rooms. The American Book, with names of subscribers to the memorial fund, was first displayed on the steps of the Art Institute, and then installed in Field's for the week. An exhibit of Shakespeariana was loaned to Field's by the Harper library of the University of Chicago. A poet's program was given under the direction of Harriet Monroe, and Clara Laughlin, author of "So You're Going to Paris!" gave a lecture on the Shakespeare country.

\* \* \*

NOEL COVENTRY, formerly assistant editor for P. F. Volland & Co., has been appointed juvenile editor for Laird and Lee. Miss Coventry is an authority on children's literature.

# THE Publishers' Weekly

*The American Book Trade Journal*

Founded by F. Leypoldt

EDITORS

R. R. BOWKER      F. G. MELCHER  
62 W. 45th St., New York City

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Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6  
15 cents a copy

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March 10, 1928

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## How Many Books?

**I**N newspaper discussions on the outpouring of new books the critics do not usually venture to indicate just where they wish this flood to stop. Quite often the impression is given that, inasmuch as no one person is likely to read more than 100 books a year, any publishing beyond that would be a waste of type and presswork; or it is assumed that the publishing of books is solely for the printing and preservation of masterpieces of belles lettres, with the fact overlooked that other fields of authorship and public record must use type and printing for other important purposes.

It may be admitted at once that the gathering of the fine flower of the imagination is the most important use of the book, but without making any detailed comparisons, one must also point out the great values of other publishing. As the fields of human activity grow more diversified, there are more and more general subjects which need to be recorded in book form, and the totals of book production for the year are bound to reflect this. Because there is a need of new books on business, automobiles or aviation, it is not to be expected that the number of titles in philosophy, poetry or religion should be decreased to make room for them.

There are undoubtedly books in each month's publications that could be foregone, but it is not so easy to drop off hundreds of books as some of the critics seem to expect. Let anyone take a single number of the *Weekly Record* and see just which volumes he would decide, if he were the public censor, to drop out. We pick up the *Weekly Record* of March 3rd, as an example and read at random. Here is listed a book on "Birds of the Ocean" from Putnam's, a rather unusual book of possibly limited demand, but who would deny that it will be a volume valued by bird lovers and travelers?; a book on "New Trails in Old Spain" from Sears, worth while if only for its pictures and also because travel to Spain is constantly increasing; a new edition of Bacon's "Essays" from Nelson, and certainly we haven't reached the time when we can begrudge a new reprinting of that masterpiece; a new book of games for children from the same house; a well-told story of Lady Mary Montague from Bobbs-Merrill; a book by Hilaire Belloc from Putnam on Danton, not previously available in this country; a textbook on electrical engineering; a volume on "Health for Every Day"; a book on "Cable and Wireless Communications of the World" that certainly supplies new and needed information; a volume on "Majorcan Houses and Gardens" from Helburn, a volume which is not made for large circulation but will appeal strongly to a few. Thus a censor might go from book to book thru the average weekly product and find great difficulty in deciding where the curtailment is to be made.

Some manuscripts are never published because the effort of authorship is too great for their completion; some are not published because of the close winnowing of publishers who hesitate to carry their selling program much beyond that of the previous year; some fail of publication because the publisher, while pleased with the manuscript, decides that there is a duplication of the material already available; some fail of publication because the potential market is not great enough to justify the expense of printing. There are a great many things which keep the total of books down to approximately 7,500 new titles which are issued each year.

## The Book Buyer's Dollar

THE purchasing power of the dollar has steadied itself apparently at about two-thirds of its pre-war value which gives new opportunity to study the effect of this changing currency in the field of books.

For some time after the movement began to be felt, book prices did not change as rapidly as did the prices of other merchandise. It was two or three years before the level of book prices came on a par with the general averages of other merchandise, but it finally became necessary for the publishers to recognize in their cost-computing these changing levels, and the book field accepted the general currency level.

The public which one time bought the large octavos at \$3 asks questions as to why the \$5 price is necessary, but, judging by the increased sales of books in this field, this has been no deterrent to book distribution. In the field of fiction the old prices of \$1.35 and \$1.50 have become \$2 or \$2.50, and the reprints that were 50c. are now 75c. There is one interesting feature of the situation, however, that should be noted. With the increasing of the book market there has come increased opportunity for reprinted editions where the economies of long press runs (unaffected by the rapid increase in the cost of typesetting which has been taken care of in the first edition), make it possible to approximate the values of the old pre-war dollar.

If the public will examine just what it can get for a dollar bill in a bookstore in a copyright book, it will see what has happened. From the \$1 book counters the buyer can pick such volumes as "The Life of Pasteur" by Vallery-Radot, "Seven Great Statesmen" by Andrew D. White, "The Log of the Sun" by William Beebe, to select at random from the *Star Series*; or he may buy Willa Cather's "Professor's House," Hamsun's "Growth of the Soil" in the "Novels of Distinction" from Grosset; or, to turn to the widely distributed *Modern Library* (at 95c.) there are such books as Hardy's "Jude the Obscure" or "The Philosophy of William James"; or turn to Appleton's *Dollar Library* and find at this price Gilbert Murray's "History of Greek Literature," Maurois' "Ariel," or Draper's

"Conflict Between Science and Religion"; Scribner's *Modern Students' Library* includes such copyright material as Galsworthy's "The Patrician" and Wharton's "Ethan Frome"; Macmillan's *Modern Readers' Series* includes Twain's "Innocents Abroad," Wister's "Lady Baltimore," James' "Daisy Miller." At a quarter more than the dollar the Borzoi books offer a long list of contemporary authors still in copyright of such immediate interest as Hudson, Cather, Forster, Mencken, etc., and the Vanguard Press has been putting the good old half dollar in position with a long list of books in the social and economic field.

Certainly such substantial books, with many other reprints at prices near the dollar, is an indication of an important tendency in book selling and those who may be worrying about the book buyer's dollar should have such volumes brought to their attention by the bookstores.

## Postal Hearing

AFTER the very strong presentation by the publishers and others of the case of lower book postage before the House Committee on Postal Matters, the Post Office Department, on February 29th, brought in its comment on this and other proposed changes. In this report it was claimed that the rate of 2½ cents a pound flat on books would lead to a loss on the part of the Department. A comparison was drawn between the express, freight and proposed fifth class rate on books and the claim made that the latter rate was too low to cover cost. No comparison was made with the rate of 1½ cents a pound on the same material if in magazine form. The Post Office Department, however, accepted the validity of the educational plea and made a proposal that there should be included in the new bill a rate of 3 cents a pound, with 2 cents for every additional pound, on books when sent out by libraries not organized for profit and to include an area of distribution up to the third zone or in the state of mailing. This lower rate for library books had been before the department for many years as presented by a special committee of the American Library Association.

"The proposal is fine as far as it goes," argued the brief which the publishers filed in reply, "but it is entirely too restricted and really gives very little relief from the present rates. There would be a reduction of 5 cents on parcels mailed to points in the third zone; a reduction of 4 cents on parcels of such books weighing one pound mailed to points in the local, first and second zones; a reduction of 3 cents on parcels weighing two pounds mailed to points in the local, first and second zones; a reduction of 2 cents on parcels weighing three pounds mailed to the first and second zones and of 1 cent on such parcels in the local zone; a reduction of 1 cent on parcels weighing four pounds mailed to the first and second zones. Beyond this, there is no reduction and the proposed amendment in no way goes as far as it should.

"We appeal to the Committee to go further and extend the principle of this amendment so as to include all books, mailed under all circumstances and so as to apply to the more distant zones where the present rates are most excessive. The purchaser of books needs relief from the present rates equally as much as the borrower of books. It should be remembered that such relief as is granted in the matter of book postage by the Congress is solely for the benefit of the users of books."

### Advertising to the Trade

**I**N adapting advertising to its destined sphere of usefulness, we of the business press have endeavored to do our share," said James H. McGraw, president of the McGraw Hill Publishing Co., on the occasion of receiving a special medal, one of the Harvard Advertising awards. "The consumer medium creates consumer demand and directs the consumer to the dealer. Our function is to move goods from industry to industry, and from maker to distributor. To no small degree, industry's profits are measured by economies in those many inter-industry and inter-merchant movements which lie back of the final sale.

"The very essence of the business press is an intimate relationship with an understanding of the industry or trade served. The significance of its editorial counsel

finds reflection in the use of its advertising pages. Over inter-industry transactions, the industrial paper throws an effective net, tapping in for every industry on its supply channels, and affording the supplier a direct contact with his market. The buyer uses the industrial paper as a tool of operation, making it the channel thru which he selects the materials and equipment for the efficient manufacture of his product.

"The business press is friend and counselor of distributor and dealer. It is a powerful instrument in developing producer-distributor relationships that smooth the flow of goods to the public. It transmits evidences of sustained demand, introduces new products quickly, demonstrates the power of quality. Thru the trade paper is established a community of interest between manufacturer, distributor and dealer. They become cooperating elements by which consumer wants are filled with desired merchandise of known quality, with prices reflecting speedy turnover."

### McAndrew Sues Thompson

**M**AJOR THOMPSON of Chicago has been sued by former Superintendent of Schools William McAndrew in a libel action based on statements in connection with the Mayor's campaign to eliminate Mr. McAndrew from the school position. Mayor Thompson is alleged to have called Superintendent McAndrew "King George's stool pigeon" as well as having charged him with introducing unAmerican textbooks in the school, with removing "The Spirit of '76" from the school walls, and with cutting out the picture of George Washington from historical texts.

### Additional Lecture Dates for George Russell (A. E.)

March 12 Eve.	Philadelphia, Pa.
14 "	Cincinnati, Ohio
15 "	Oxford, Ohio
17 "	Chicago, Ill.
20 Noon	Chicago, Ill.
24 Eve.	Madison, Wis.
31 Aft.	Chicago, Ill.
April 4 Eve.	Houston, Texas

# Famous Literary Prizes

Bessie Graham

## III

### *Femina-Vie Heureuse Prize*

THE French Femina-Vie Heureuse Prize of 5,000 francs is awarded annually on the same day as the Goncourt Prize. It is offered conjointly by *Femina*, a magazine much like the American *Vogue*, and *Vie Heureuse*, another French monthly periodical, to the best work of imagination in the French language, prose or poetry, by a man or a woman. The unique thing about this prize is that the jury of award is made up entirely of French women writers.

The prize was founded in 1904 "for the purpose of encouraging Letters and of making closer fraternal relations among women of letters. . . . The prize may not be divided. It aims to encourage a career and to recompense a strong and original work which gives evidence of thought and force and which at the same time gives promise for the future." (Translated from "Les Prix Litteraires.")

In 1921 the conditions of the award were changed and the prize became a sort of literary entente between France and England, being awarded to the French work most suitable of translation into English and most worthy of representing current French letters abroad. At the same time Lady Northcliffe, wife of the late owner of the London *Times*, founded a reciprocal prize for the best English work suitable of translation into French. The prize thus became a double prize, one for a French author and one for an English author. The award to the English work amounts to £40. After three years Lady Northcliffe (now Lady Hudson) found herself unable to continue this award and the publishing house of Hodder & Stoughton took over the responsibility for the English prize.

The awards are as follows:

1904 Myriam Harry. "Le Retour de Jérusalem."

1905	Romain Rolland. "Jean-Christophe." <i>Holt.</i>
1906	André Corthis. "Gemm es et Moires."
1907	Colette Yver. "Princesse de Science."
1908	Ed. Estaunie. "La Vie Secrète."
1909	Edmond Jaloux. "Le Reste est Silence."
1910	Marguerite Audoux. "Marie-Claire."
1911	Louis de Robert. "Le Roman du Malade."
1912	Jacques Morel. "Feuilles Mortes."
1913	Camille Marbo. "La Statue Voilée."
1917	Y. . . "L'Odyssée d'un Transport Torpillé."
1918	Henri Bachelin. "Le Serviteur."
1919	Roland Dorgelés. "Les Croix de Bois."
1920	Edmond Gojon. "Le Jardin des Dieux."
1921	Raymond Escholier. "Cantegril."
1921	Katharine Mansfield. "Bliss." <i>Knopf.</i>
1922	Jacques de Laretelle. "Silbermann."
1922	Rose Macaulay. "Dangerous Ages." <i>Liveright.</i>
1923	Jeanne Galzy. "Les Allongés."
1923	David Garnett. "Lady Into Fox." <i>Knopf.</i>
1924	Charles Derennes. "Emile et les Autres, Le Bestiaire Sentimental."
1924	Percy Lubbock. "Roman Pictures." <i>Scribner.</i>
1925	Joseph Delteil. "Joan of Arc." <i>Minton Balch.</i>
1925	Mary Webb. "Precious Bane." <i>Dutton.</i>
1926	Charles Silvestre. "Prodige du Cœur."
1926	Radclyffe Hall. "Adam's Breed." <i>Doubleday.</i>

### Dodd, Mead Novel Contest

**DODD, MEAD AND COMPANY** announce a third Prize Novel Contest, for the best first novel submitted by an American or Canadian author, for December 1st, 1928. The amount of the prize is \$5,000, and additional details regarding the competition may be obtained from the well-known literary agents, Curtis Brown, Limited, 116 West 39th Street, New York City, who are handling the contest for Dodd, Mead and Company. There is no limitation as to the subject matter of the novel except that the competitors are urged not to write with a view to serialization or moving picture production. Decision will be based entirely on the character of the manuscript as a novel for book publication.

### Window Display Contest

**CASH** prizes to the amount of \$200 are being offered by the Bobbs-Merrill Company for the most attractive window displays of George Wycherley's "Buccaneers of the Pacific." Two prizes, \$75.00 and \$25.00, for windows six feet in length or less and two prizes of the same amounts for windows six feet in length or more are offered. The judges will be Frederic G. Melcher, editor of the *Publishers' Weekly*, M. A. Corrigan of the Baker & Taylor Company and Charles William Taussig.

The contest opened March second, publication day of "Buccaneers of the Pacific" and will close April twentieth at midnight. Awards will be announced June fifteenth. Awards will be made on the basis of photographs submitted by the contestants. Any cards, quotations or ideas developed by contestants which do not win any prize and which the publishers should like to use in their promotion of the book will be purchased from the contestants at a figure to be determined by individual negotiation in each instance. Two dollars will be paid for each photograph of a window devoted exclusively to the book which does not win a prize.

Further particulars may be had on request from the Bobbs-Merrill Company in Indianapolis.

### \$25,000 Competition for Novel About the War

**WITH** the 10th anniversary of the termination of the World War, the editors of *The American Legion Monthly* and of Houghton Mifflin Company believe that the time has come for the appearance of the "great novel of the war." They are joining, therefore, in offering a cash prize of \$25,000 for the best novel dealing with the period of the World War, and with the war as its background.

This payment will cover the right of first serial publication in *The American Legion Monthly* but Houghton Mifflin Company's share of the award will be in addition to royalties on the sales of the book. The competition will close at 5 P.M., May 1st, 1929. Manuscripts may be submitted at any time prior to that date, early submission being encouraged. All manuscripts are to be considered as submitted to *The American Legion Monthly* for first serial publication and to Houghton Mifflin for publication in book form on the customary terms.

The judges of the competition will be Alice Duer Miller, Major General James G. Harbord, U. S. A., Richard Henry Little, John T. Winterich and Ferris Greenslet. All communications should be addressed to War Novel Competition, Houghton, Mifflin Company, 2 Park Street, Boston, Mass.

### No Prize in Glee Clubs Contest

**T**HE Associated Glee Clubs of America announced that not one of the 1,500 poems submitted in a contest was of sufficient distinction to merit a prize.

The contest was conducted in the hope of obtaining poems which could be set to music for male chorus use and be used by glee clubs.

### \$1000 Title Contest

**R**EILLY & LEE have announced that they will give a prize of \$1,000 for the best title, accompanied by the best fifty word letter setting out the reasons for selecting this title for the Edgar Guest Book of Verse which will be published in August. The title contest will close April 30.

# An A. B. A. Page

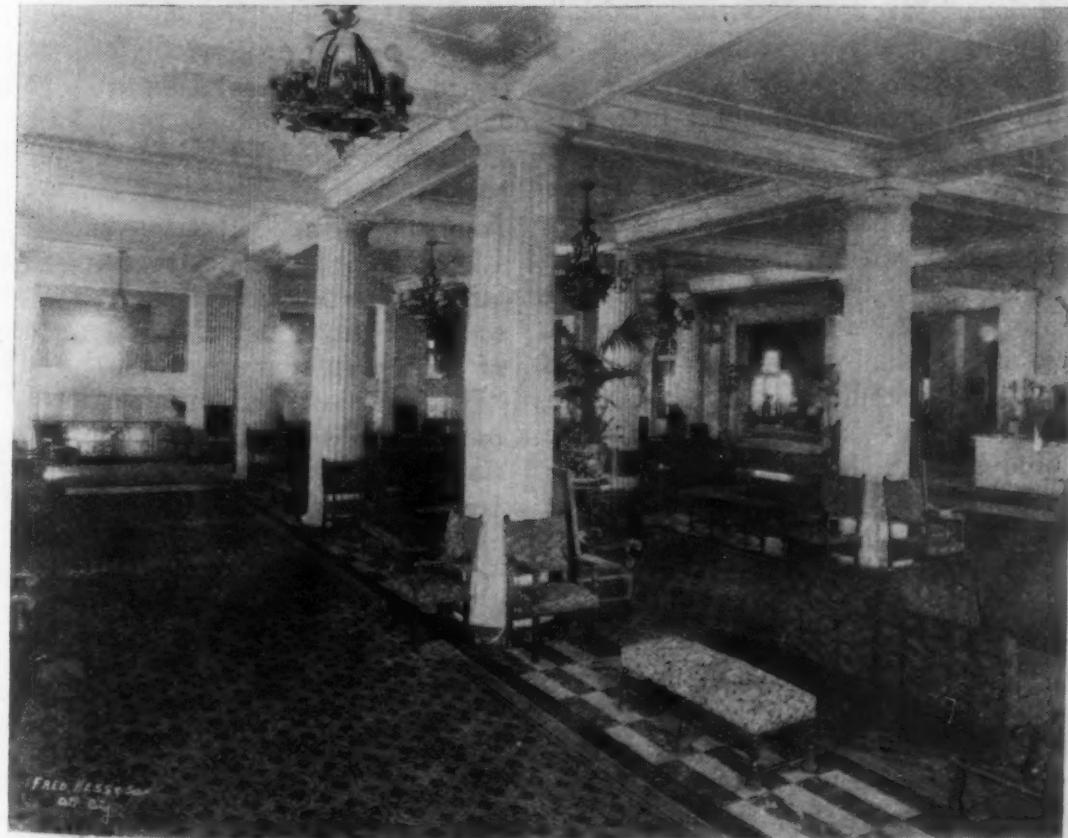
**Ellis W. Meyers, Executive Secretary**  
*25 East 10th Street, New York City*

IT is not too much to ask a person who possesses imagination (and who in the trade does not?) to picture to him- or herself the chairs and lounges of this lobby filled to overflowing with booksellers. Not that we mean to imply that any individual bookseller will fill any individual lounge, or even chair, in quite that way, but the optimistic eye views a large attendance at the forthcoming twenty-eighth convention of the American Booksellers' Association. And it is in this lobby, for this is the Hotel Ambassador at Atlantic City, where the crowds will congregate, where persons who haven't seen each other for a twelvemonth will clasp hands, where friendships will be made and made firmer. It is thru this lobby that the bookmen and women will stroll when going to and from the business

sessions, or to the busses which will carry them to the golf club and Casino, or to the pool or dance floor. It is easy indeed to see so much of the future.

But do you see yourself as one of this crowd? Are *you* talking in one of the groups, attending a business session, dancing with fellow-craftsmen and generally playing hookey from the routine of your business? Are you among those who are listening to the speakers (who will advance thoughts that will be valuable to all booksellers) and are exchanging ideas at the Round Tables?

Are you one of the many who have made reservations at the Hotel Ambassador (rooms with bath five dollars single, eight dollars double, or six single and ten double) so that upon leaving your friends at night



*Lobby of the Ambassador Hotel, Atlantic City*

—or early in the morning—you will have a place to recuperate in order to do it all over again the next day? Are you marking May 14th to 17th with red pencil, and will you buy a ticket to Atlantic City and not forget your convention fare certificate?

Are we going to be able to say "hello" to you in that lobby? Are you going to be with us in May? Can we depend on it?

Answer all of the questions in the affirmative at once and let us hear from you. Don't be the only bookseller in the country who doesn't attend. Think what people will say!

### "The Elements of Book Collecting"

**S**TILL the library of tools for the book collector grows by important additions. The latest volume comes from Stokes, "The Elements of Book Collecting," by Iolo A. Williams, well-known as the author of authoritative bibliographies. The volume is one for the serious collector, and, after a preface on "The Pleasures and Logic of Book Collecting," covers in succeeding chapters "The Sizes of Books," "Books Perfect and Imperfect," "Issues and Editions," "How to Describe a Book," "The Formation of a Collection," a list of books of reference.

Of the collecting of modern first editions Mr. Williams is not particularly approving. He says: "There are, at the present moment, probably more collectors of modern first editions than of any other type of book, and it can hardly be denied that this is unfortunate, for, from the point of view of the additions which it can make to our stock of useful knowledge, this form of book collecting is almost certainly the least productive of all. In so far as this collecting concerns what may be called the historical side of bibliography, the collecting and recording of the first editions of contemporary authors is all to the good, especially when attention is given to the author who has done much pamphleteering or anonymous or pseudonymous work. Yet there are many writers on whom great attention is bestowed by collectors and who are bibliographised at length and with all solemnity whose literary careers present no problems, who have never published any-

thing except full-dress books, signed with their own names and whose publications have really nothing which the book collector or bibliographer as opposed to the ordinary literary student, is in a position specially to make use of and appreciate. Labor spent on such writers is labor wasted."

This would seem to take the ground that collecting should be for the purposes of historical research and not to give reading pleasure to the collector, tho it may be that those interested in twentieth century literature have their own private reasons for enthusiasm just as much as those who are collecting unknown poets of the eighteenth century.

The suggestions of books for reference should be especially appreciated, and begin with Lowndes' "Bibliographer's Manual of English Literature," 5 volumes, Allibone's "Critical Dictionary," 3 volumes, "Bibliotheca Britannica," 4 volumes, 1824, Evans' "American Bibliography," now again being carried forward, Milton Waldman's "Americana, Brunet's "Manuel de Libraire," 6 volumes, "A Short Title Catalogue of Books Printed in England, etc.," recently issued by the Bibliographical Society of London, "Introduction to Bibliography" by McKerrow, Oxford, just published, "The Uses of Libraries" by Baker, University of London, 1927, "The Book Collector's Guide" by de Ricci, the Rosenbach Company, 1921, "Dictionary of Anonymous and Pseudonymous English Literature" by Halkett and Laing, and other reference books briefly described as to their special usage. Among the books of general reference emphasis is laid on the "Dictionary of National Biography," soon to be supplemented happily by the "Dictionary of American Biography," coming from Scribner's this fall.

### Claims Wightman Wrote "The President's Daughter"

**T**HE sales and publicity manager for "The President's Daughter" by Nan Britton, Richard Wightman of New York, has been sued by Mrs. Wightman for alimony. In this suit she claims that Mr. Wightman wrote the book which has since achieved so much notoriety.

## Hearing of the Divisible Copyright Bill

ON March 2nd the House Committee on Patents gave a hearing for the Vestal Bill, H. R. 8913, the so-called "Divisible Copyright Bill." This bill is sponsored by the chairman of the committee, Representative Albert Vestal of Anderson, Ind., who has taken a very deep interest in the progress of copyright and made himself an authority on this type of legislation and its many ramifications.

The purpose of this particular bill is one that is also included in the complete revision of the copyright code which Representative Vestal is also sponsor for, H. R. 8912, but it is a feature that is very urgently needed, and the Author's League, motion picture interests and others have been strongly urging the need of its immediate passage. The bill is one to make it possible for assignees of any literary property to have full ownership to any part of the rights which has been assigned to them and to defend that part against infringers without bringing into the suit the original copyright proprietor.

At the hearing, William Hamilton Osborne, counsel for the Authors' League, made the opening argument and was supported on the authors' side by Leroy Scott. Mr. Osborne viewed this legislation as a statement of the law which gave the author a clear right to sell what he owns, not to extend his property but to make it more easily transferable and therefore more valuable. The committee asked many questions in order to understand fully the exact purpose of this proposal. Ten of the committee members were present, including former chairman of the committee, Florian Lampert of Wisconsin, F. D. Letts of Iowa, Elbert S. Brigham of Vermont, Harry L. Englebright of California, J. Mitchell Chase of Pennsylvania, William C. Hammer of North Carolina, Mell G. Underwood of Ohio, Jeff Busby of Mississippi and William I. Sirovich of New York. Mr. Busby, a new member of the committee and a lawyer, was particularly keen

about getting the legal aspects of the thing clearly outlined, and Arthur W. Weil, attorney representing the Motion Picture Industries of America and author of "Weil on Copyright," was called on by the chairman to explain the points in detail. Mr. Busby felt that the bill might be an attempt to create some new rights not existing instead of as it is, a bill to make more easily negotiable rights already in existence. F. A. Silcox of the United Typothetæ reported as chairman of the conference group on copyright revision and stated that this bill was in accord with the efforts of the larger measure, which this committee has been instrumental in bringing forward.

The only opposition to the proposal was from the National Publishers' Association (periodicals), whose case was presented by Frederick S. Bigelow, associate editor of the *Saturday Evening Post*. Mr. Bigelow admitted that the present law was ineffective and clumsy and that this measure ought to be a distinct advance. He protested that authors and publishers were not at each other's throat, but that it was possible that the author might be overprotected and he felt that this proposal should be looked at with great caution for fear that it might not be sufficiently clear in its specifications as to collateral rights and as to the relations that will exist between the different owners of these rights. He pointed out that, while the periodicals at present had first rights because they were first publishers and could therefore control the time of republication in book and other forms, under this proposal the book publisher or motion picture house could go ahead and use their privileges without waiting for magazine use. Members of the committee kept Mr. Bigelow in long cross examination, and afterwards Louis Swarts of the Motion Picture Industries stated that assignees today withheld from using their rights as early as they wished because of contracts, not because they were restrained by any feature of the present copyright law

whose change Frederick Bigelow seemed to fear.

R. R. Bowker, speaking for the general public and in the interest of copyright progress, spoke as one who had been connected with copyright discussion for forty years. He expressed the hope that this progressive step could be taken. He gave clear definitions of the real meaning of the phrases in the bill which were appreciated by the committee. Frederic Melcher of the Copyright Committee of the National Association of Book Publishers, and William H. Briggs of Harper & Brothers expressed the approval of the publishers and offered a minor amendment which was approved by other petitioners and which made it necessary instead of permissible for the judge, in the case of any suit for infringement, to notify all other assignees of record.

The next copyright hearing will be on March 12th and 13th, and will take up the bill which covers mechanical music. This bill, introduced in the House as H. R. 10655, will be first discussed by the Senate and afterwards introduced by Senator Medcalf as 53160. Under the present code the composer must accept 2 cents per disc or per roll for reproduction of his work, and any manufacturer may use the music. The new proposal would give the composer the right to trade for the original contract fee, which, in the case of successful composers, would probably mean an increase over the 2 cents. After the contract is made, it must be filed within ten days in Washington, and other makers of discs or rolls can duplicate that contract if they desire. There are detailed provisions for carrying out an arrangement of this kind.

### When Department Stores Joined the A. B. A.

"I NOTICED that in your obituary notice of Walter Lewis you mentioned the fact that he had much to do with bringing the Department Store group into the Booksellers' Association," writes Vernon Schneck of H. R. Huntting & Co. "There is a bit of interesting history back of that. You will recall that for a number of years in the early days of the Association, we had no Department Store

members. I felt very strongly that if the A. B. A. was ever to become an important force in the booktrade, we should have the cooperation of the Department Store Buyers, and when appointed Chairman of the Program Committee in 1909, my first proposition to the Committee was that we make some effort to secure a paper from a representative department store man. The Committee agreed with me and I immediately started an inquiry among travelers as to the man, who, in character and experience, would be the best representative of the Department Store group. I had numerous suggestions, but practically every man included Walter Lewis in his list. I had never seen Mr. Lewis, but wrote him a letter advising him of what I had in mind and asking him to prepare a paper on the 'relation of the Department Store to the book trade.'

He wrote back, declining to undertake the preparation of such a paper. I immediately wrote him again, urging the importance of the whole matter and asking him to reconsider his decision. He did not immediately reply, and I took a rather unfair advantage of his silence and sent the program to the printers with his paper included, writing him at the same time that I had taken 'silence for consent,' and inasmuch as the time was getting short, I had taken the liberty of announcing that he would prepare such a paper. With characteristic good nature, he wrote me that under the circumstances he would be at the convention, and I have never forgotten his introductory words when he came to the platform. He said, 'My department store friends have advised me that I had best have an ambulance waiting for me at the hotel entrance, but one glance over this audience convinces me that I am in the house of friends.'

His interested, active participation in the convention program proved a very happy event, and at my suggestion he was immediately placed on the membership committee and urged to undertake a campaign for membership among the Department Store buyers.

The results of that effort are now history, and the American Booksellers owe a great debt to Walter Lewis for the efforts he made in its behalf.

# Washington News for the Booktrade

C. H. Claudy

**A**RE royalties received from the lease of a patent, or, by inference, from the sales of a book protected by copyright, taxable under a State income tax?

The question is being argued before the Supreme Court of the United States, at least as far as the royalties on patents are concerned. But there is no essential difference (so the Income Tax office has held) between the money received from patents and from copyrights; the unjust decision that copyright royalties are "income" of the "unearned" variety, while literary work done on contract or salary is "earned" is still fresh in the minds of all those who deal in books or manuscripts. Hence the Supreme Court tax argument is of intense interest to the book world, since its results will doubtless be used in bringing the royalty-on-books-matter to the Supreme Court in the future.

The case in question is that of Long, Petitioner, vs. Rockwood, on writ of certiorari to the Superior Court of Massachusetts. The petitioner contends that all that a patentee obtains by his patents is the right to exclude others from its use, manufacture or sale, and that no Federal purpose behind the patent laws, and no right to exclude others from the use of his patent, is hampered in any way by State taxation of the income derived from the patent.

The respondent contends that operating under a patent, a patentee is using a Federal agency and is thus excluded from State taxation of the results of such operation; in other words, that the Federal purpose was to secure the results to the patentee, and hold him secure in them, and that the States cannot interfere in any way in that right.

The State, it is contended, has not the right to impair the rights given by all the States.

If the word "copyright" is substituted

for the word "patent" in the above, it may easily be seen that a much greater case and cause may come before the Supreme Court should that tribunal hold that the States have no right to tax the income received from a patent.

## Mechanical Music

A bill to revise Section 1, Subsection E of the present copyright code was introduced February 7th by Congressman Vestal. This is the section that has to do with the public performance of music thru mechanical reproduction. Under the present code, adopted in 1909, the composer or publisher of the musical work is obliged to accept an arrangement by which any maker of phonograph discs or mechanical music rolls can reproduce any pieces of music as long as 2 cents per disc or per roll is paid. This gives the composer or his publisher no right by trading to set the value of his property or to get more for some composers than for others. This new proposal would give the composer the right to make contracts by trading for the privilege, but it curtails this right by making it necessary when such contract has been made and the contract filed in the Copyright Office that other producers of discs or rolls can reproduce the same music at the same price. This might be called a compromise measure, but would put the composer in a better position than he is today. The same bill has been introduced in the Senate by Senator Moses as S 3160. The House bill will be given a hearing on March 2nd at the same time that the so-called "Divisibility Copyright Bill," H. R. 10655, will be argued.

## Book Purchasing

The purchase of books and periodicals for various government departments will be done by a special committee known as Sub-

Committee I. V. under the Federal Purchasing board. This Board was created to form policies and plans, uniting the purchasing activities of several departments into the Federal Business Association, safeguarding the interest of the government and at the same time promoting confidence among business interests doing business with the government. After investigation and study, a single Committee on Commodities was formed which consists only of members of the Federal Purchasing Board, this Committee dividing itself into eight sub-committees, of which books and periodicals fall under Number 4.

#### **Photo-Engraving Prices**

The Federal Trade Commission has issued a long and involved announcement regarding the suppression of competition in price in the sale of photo-engraving products. This order has been served upon 231 respondents of the Photo-Engraving Association and its various member clubs.

#### **Postal Committee to Consider Book Bill**

It is expected that the Senate Committee on Postal Affairs will give a hearing to the book bill which was presented before the House Committee last week. In the Senate the bill is in charge of Senator Copeland of New York.

#### **The Shipstead Bill**

Will legislation intended to eliminate injunctions against union strikes affect the owners of copyright? Such might well be the case in the opinion of lawyers for the American Patent Law Association before the Senate Committee on Judiciary which has been considering the Shipstead Bill (S. 1482). The bill would restrict the powers of equity courts in the issuance of injunctions to cases in which there is no remedy at law and where tangible and transferrable property is involved.

The American Patent Law Association requested that if the committee decides to report out the bill it be amended to apply to cases where there is no "adequate" remedy at law, and that other amendments be added to provide that it shall not be construed as a repeal of existing statutes giving equity courts the power to issue injunctions in cases involving patents, copyrights, and trade-marks.

Mr. Fenning read a letter from the New York Patent Law Association saying that the bill if enacted would "substantially destroy" rights in patents, copyrights, and similar property.

In this letter objection was made to the provision to limit injunctions to cases in which there is no remedy at law instead of cases in which there is no adequate remedy at law.

Answering the question asked by Senator Norris, Mr. Fenning said the enactment of the Shipstead bill would prevent courts from issuing any injunction in patent infringement cases because there is a remedy at law, tho an inadequate one, and because the Supreme Court has held that copyrights and patent rights are not tangible.

#### **Parcel Post to Austria**

Arrangements have been completed by the Post Office Department for a reciprocal agreement between the United States and Austria for the exchange of parcel post mails.

The agreement became effective March 1, 1928.

#### **The Golden Book Reading Club**

**HENRY W. LANIER**, organizer and editor of the *Golden Book Magazine*, one of the interesting successes in magazine publishing in recent years, has planned a new kind of reading service for his subscribers which is to be called "The Golden Book Reading Club."

Mr. Lanier, whose editorial experience began with *Scribner's Magazine* in 1894 and who was secretary of Doubleday, Page & Co. for over fourteen years, has found in his magazine a way to make the literature of past decades widely available to readers today and believes that thru this mailing list the general interest in reading books can be increased. This reading service is to be offered without extra charge to those who will take a three years' subscription to *The Golden Book*. Membership will include a reading course prepared under the supervision of Levering Tyson of the Columbia University Extension Bureau and a bulletin from Mr. Lanier once a month carrying reading recommendations. The first bulletin says:

"The whole aim of this effort is to help the reader get all that belongs to him in the world of books, new and old. Every time one reads a real book with enthusiasm there is bound to be a growth of one's comprehension and nature. That makes life richer." Each month's letter includes first Mr. Lanier's own selection among fiction,

then of non-fiction, and then a recommendation from among the great books of the past. The postscript says: "Your bookseller should have all these volumes in stock, but, if not, the club will mail them, always at the published price." The Club service also intends to offer a list of publishers' remainders every six months.

## Ibsen's Hundredth Anniversary

HENDRIK IBSEN was born on March 20, 1828. On March 20, 1928, his hundredth anniversary will be celebrated all over the world. For if Ibsen is no longer the talk of the drawing room hour, it is because he has definitely settled himself on the immortals' hill. He is no longer the rage but he will never be forgotten.

In an article in *Theatre Arts Monthly* for March, Montrose Moses, discussing Ibsen one hundred years after, assures Ibsen of this permanency. "Yet," he writes, "our little man from Skien, on his hundredth birthday, might take this to heart—that in a world of changing potencies, he and Wagner will stand as the most fought over artists of their time, setting the world agog by the inroads they made upon the accustomed habits of the theatre and of art. Statues might be raised to their honor, but greater still to their immortality the words *Ibsenite* and *Wagnerite*. These words demand all of nothing. Either one was a complete Ibsenite or didn't belong. So the world thought when conventional, conservative, aristocratic Ibsen was young."

The centennial celebrations in Norway will have their effect on the rest of the world, for various countries are sending delegates to represent them in the Norwegian festivities and planning special Ibsen performances to carry on their acknowledgment of the playwright at home. Robert Underwood Johnson, as has been announced, is representing the United States. Numerous little theaters thruout the country have announced special Ibsen programs and the professional theater has also responded, Eva Le Gallienne having selected "The Master Builder" and "John Gabriel

*Borkman*" to be played at the Civic Repertory Theater on the twentieth.

One of the most interesting of the publishing activities growing out of this anniversary is the centenary edition of the complete works of Ibsen which the Norwegian Gyldendal Publishing Company (Gyldendal Norsk Forlag) at Oslo is undertaking. This will be a matter of twenty volumes, four or five of which will be issued each year. The editors of the edition will be Professors Francis Bull, Halvdan Koht and Didrik Arup, and they will include all of Ibsen's work, prose and poetry, his letters and a volume of pictures. The text will of course be in Norwegian.

The heightened interest in Ibsen will bring his books into more prominence at this time and a list of his plays might not be unwelcome in an available and handy form. The following list is made up from Bessie Graham's entry of different publishers' editions of Ibsen in "The Bookman's Manual." Since there are editions published by Scribner, Dutton, Modern Library, Appleton, Baker, Luce and Putnam, this list omits publishers.

"Lady Inger," 1855; "Feast at Solhoug," 1856; "Vikings," 1861; "Love's Comedy," 1862; "Pretenders," 1864; "Brand," 1866; "Peer Gynt," 1867; "League of Youth," 1869; "Emperor and Galilean," 1873; "Pillars of Society," 1877; "A Doll's House," 1879; "Ghosts," 1881; "An Enemy of the People," 1882; "Wild Duck," 1884; "Rosmersholm," 1886; "The Lady From the Sea," 1888; "Hedda Gabler," 1890; "The Master Builder," 1892; "Little Eyolf," 1894; "John Gabriel Borkman," 1896; "When We Dead Awaken," 1900.

## In the Bookmarket

**D**U BOSE HEYWARD, between Bermuda and his new home in North Carolina, spent one day in New York last week. *Doubleday, Doran* gave a tea in his honor at the Ambassador. Mr. Heyward is to have a new novel in the fall, probably in October, which is to appear serially first in the *Woman's Home Companion*. It is called "Mamba's Daughters." The dramatization of his book, "Porgy," which Mr. Heyward made with his wife, Dorothy Heyward, is still playing in New York and has been published in book form by *Doubleday, Doran*. ♦ ♦ ♦

Alfred Aloysius Horn, better known as Trader Horn, will arrive in this country on the Olympic on March 13th to visit the many friends his book has made for him in America. He will lecture in New York and vicinity and will be the guest of honor at the Literary Guild's first anniversary celebration on March 14th. In the meantime his book, published by *Simon & Schuster*, sells on and on. ♦ ♦ ♦

Contracts have just been signed, the publishers announce, between Rear-Admiral Thomas P. Macgruder of the United States Navy and Dorrance & Company, for the publication of a work on the American Navy, as it is and as it should be. New, important material is being gathered and prepared by the fighting admiral while "awaiting orders" in Washington, and it is probable that his book will appear while Congress is still in session. ♦ ♦ ♦

John Erskine, who recently gave his last lecture at Columbia University before taking a long leave of absence, has been elected President of the Juillard School of Music. In his student days Erskine studied music at Columbia with Edward MacDowell and composed songs and hymns, one of the latter having found a place in the Episcopal hymn book. He never lost his interest in music, even tho in addition to his teaching he was creating such books as "The Private Life of Helen of Troy," and "Galahad," both published by Bobbs-Merrill. This year he appeared in Ann Arbor and

Buffalo as soloist with the New York Symphony Orchestra. Professor Erskine has been active in the affairs of the Juillard Foundation for several years. ♦ ♦ ♦

*Reilly & Lee* have published a first novel by Mary Boyle O'Reilly, daughter of the historic Irish patriot and poet, John Boyle O'Reilly. It is "The Black Fan," and is a romantic tale of court intrigue based on events which led up to the assassination of the Archduke Franz Ferdinand. ♦ ♦ ♦

"Black Valley," the novel by Hugo Wast which was awarded the Royal Spanish Academy Prize and which is published by *Longmans, Green* was the subject of Dr. J. Carter Troop's weekly lecture last week at the Hotel Majestic. ♦ ♦ ♦

T. P. O'Connor, "father of the House of Commons," arrived in this country last month for a short visit. Discussing America he said: "America is marching in front today in literature. There is no denying her that position. It is all very well to talk against it and rave against it. Protest as vehemently as we wish, the fact is that you people today have produced the greatest books." ♦ ♦ ♦

A. A. Knopf regretfully informs us that G. B. Stern will not be able to come to this country as she had planned. Miss Stern's new novel, "Debonair," will appear March 30th. ♦ ♦ ♦

*Stokes* have just issued the second volume in their series "Mirrors of the year," edited by Horace Stokes, a book that interprets the twelve months of 1927 from the point of view of very distinguished contributors. The booktrade will find more special interest in the chapter on "The Great American Novel" by Edith Wharton, "Some Books of 1927" by William Lyon Phelps, and "Critique of Criticism" by Louis Bromfield. The article by Professor Phelps gives compact comment on the books that seem to him to be outstanding among the year's product. "The finest American novel in 1927," he writes, "is 'The Bridge of San Luis Rey' by Thornton Wilder. This young man has apparently

seen more of the world and human nature in thirty years than many will see in eighty." \*

There are oftentimes little books that slip quietly into general circulation and by word-of-mouth advertising gradually attain an important place on a publisher's list. Such a volume is "The Prophet" by Gibran on the Knopf list, a little book of wisdom. The first year 1,300 copies were sold; the second, 2,500; and now the total sale has reached 25,000. In order that the growing public might have this book in just the form it most approved, three different sets of plates have been made, in different sizes and typographical plan, an unusual investment but one that has apparently had a marked effect on broadening and stabilizing the demand for the book. \*

*The Atlantic Bookshelf*, which for the past few years has been gathering up

the book advertisements of the *Atlantic Monthly* and relaying them, with accompanying articles, to the booktrade, is, with the March issue, changing the Bookshelf to a paid magazine with subscriptions at \$1.00 per year. This issue contains articles on "Books as Merchandise," by Ernest Elmo Calkins; "How Necessary Is the American Library?" by George H. Locke; "Advertising a Given Book," by Richard L. Simon, and "A Profile of Richard F. Fuller." \*

Emil Ludwig on his recent visit to the White House confided in President Coolidge that he had decided to write a life of Abraham Lincoln. It is said that Mr. Coolidge contributed to Herr Ludwig's data some anecdotes not of common knowledge concerning Lincoln's occupancy of the White House. The author hopes to complete his book in time for publication next year.



A window display of John Vassos' illustrations for "Salome" at Bamberger's in Newark. An exhibit of Vassos' work has also been held at Lord & Taylor's in New York

## The Fifty Books Exhibit

**T**HE selection of the Fifty Books of the past year, chosen on account of the excellence of their production, will be made by the jury of the American Institute of Graphic Arts after the closing of entries on March 20th. Books may be sent at any time to the Fifty Books Committee of the American Institute of Graphic Arts, 65 East Fifty-sixth Street, New York. Any book manufactured for sale or private distribution but not for advertising distribution is eligible, books manufactured between March 1st, 1927, and March 1st, 1928. There is no restriction as to the character of the book, its list price or illustrations, binding or any feature. Publishers should select from their lists only those items which most nearly express their conception of well-made books, as the selection is limited to fifty, and the merit of the books will have to be carefully weighed. A jury of three, as in former years, makes the final decision. These books will be simultaneously exhibited in May at the Grolier Club, New York, and at the New York Public Library, and then will, in duplicate, go on tour over the United States, being shown with lectures, slides and catalogs in forty cities. This exhibit has an important influence on the rapidly growing interest in finely made books in this country.

## A Series of Book Exhibits

**T**HE booktrade has now had considerable experience in book exhibits, often conducted with great success by department stores, with the whole city cooperating. The preparation of material for such exhibits is extremely difficult. Might it not be possible next fall for a series of such exhibits to be planned in cities where they are especially needed to arouse book interest? The material prepared by publishers, if routed from one city to another in the course of six or eight weeks could have a very great effect and the publishers and authors thus would be repaid for the pains taken. Booksellers, librarians and teachers of English have a common interest in such methods of increasing the attention to books.

## Chicago Lectures on Mechanics of Publishing

**A**COURSE in "The Mechanics of Publishing" is being conducted at The Medill School of Journalism, Northwestern University, Chicago, Illinois, by William A. Kittredge, Director of Design and Typography, R. R. Donnelley & Sons, The Lakeside Press. This course comprises fifteen lectures and laboratory demonstrations on the subjects of typography, photo-engraving, paper making, color, printing inks, and costs. During the course, trips are made to various industrial plants, where actual work is observed. The students are made acquainted with modern practices, and the best underlined principles in relation to the application of the mechanics of publishing. The fee is \$25.00.

## Books for Schools

**A**N interesting and thoroughgoing study of children's reading compiled at Johns Hopkins University has been made available by the Enoch Pratt Free Library of Baltimore. The list emphasizes the need of pupils forming not only a correct taste for books but a skill in using available library resources. In making the lists of books, comparative studies were made of several library lists of recognized value, including that of Terman and Lima, the Winnetka list, Wilson's children's catalog, the A. L. A. graded list, etc. By such method a cross section of the available books can be found and the common denominator of book selection for grade schools can be discovered.

It is rather interesting to note on how few books all of the authorities agree. For instance, in the sixth grade of the six lists studied only six books were put on each list. Those six were "Little Men," "Little Women," "Hoosier School Boy," "Peterkin Papers," "Treasure Island," and "Gulliver's Travels." In the fifth grade only one book got unanimous decision, that book being the "Just So Stories." In the fourth grade there was no unanimity, and in the third grade one book, "Aesop's Fables," was unanimously agreed on; in the second grade, two books, "Brownies Abroad" and "Child's Garden of Verse."

## Communications

### BOOK EXHIBITS AT COLLEGE

University of New Hampshire  
Durham, N. H.

February 6, 1928.

Editor, *Publishers' Weekly*:

I have read with interest the article by Professor Millet of the University of Chicago on "The College Student's Books." It seems to me he has left out of consideration one of the most important elements in the situation. Surely the college or university library is to be reckoned with if it is doing its task well. Some college libraries such as Dartmouth hold exhibits of students' copies of rare books. Other colleges such as Harvard with its Farnsworth Room have special rooms in their libraries for general and miscellaneous reading of a specially selected collection of books. Other libraries hold exhibits of their own copies of rare books, of books of current interest, of the classics, of books on bibliography, etc. This library holds such exhibits changing them weekly, publishes a book-review periodical, *The Library Lantern*, a copy of which is enclosed, publishes articles in the students' weekly, *The New Hampshire*, posts lists of new books in the classroom buildings, etc. The library also loans deposit libraries to fraternities.

These things are done that the students may acquire a love for the reading of good books and that sooner or later they may begin to acquire and cherish books of their own. In so doing the library feels that it is a factor in preparing the student for life.

WILLARD P. LEWIS, *Librarian*.

### STOKES' ATTITUDE TO THE BOOK RETAILER

Frederick A. Stokes Company  
New York, February 15, 1928

Editor, *Publishers' Weekly*:

The excellent Boni and Liveright letter in the current Weekly leads Mr. Stokes and myself to feel that you will be interested in seeing the attached leaflet which for some time we have been distributing thru our salesmen to the booktrade. It sums up this Company's feeling about pub-

lisher-bookseller relations as succinctly as was in our power.

Sincerely yours,

EMILY P. STREET,  
*Promotion Manager*.

"The Stokes Company believes that the book retailer is the logical and most effective distributor for its publications and that he should be encouraged and protected, for the good of the business in general. In all its advertising and circularization the Company uses its best efforts to make sales through the retailer and not directly. The Company is constantly refusing inducements for the use of its books as premiums at cut prices. The Company has always been and is at present strongly opposed to all price-cutting methods of distribution including those of the Literary Guild, and does all in its power to disown them. In general, the Company has always believed in and constantly practiced full cooperation with booksellers. The Company was sympathetic with and active in the organization of the American Booksellers' Association. It has repeatedly been of service at critical times to important bookselling houses of the country. The Company feels that it deserves active support of its policies."

### A WARNING

Aldine Book Shop  
222 S. 17th Street, Philadelphia

March 1, 1928.

Editor *Publishers' Weekly*,

Thru the pages of your journal we wish to warn other retail booksellers against a Lawrence C. Darby, of Portland, Maine. He seems to be traveling about the country.

He came into our store and made a purchase, tendering a check drawn on the Chapman National Bank of Portland. He had various papers of identification, including an automobile driver's license (Maine) for 1928.

The bank mentioned above states that they have no account with any such individual. The man's performance is very plausible and convincing, he knows books, and has apparently traveled extensively—presumably on other people's money.

We hope that our warning will save others from being similarly swindled.

W. C. BROWN.

### LOOK FOR THESE STOLEN BOOKS

The Centaur Book Shop  
1224 Chancellor Street, Philadelphia

March 2, 1928.

Editor *Publisher's Weekly*:

We should like you to insert a note in the *Publishers' Weekly*, if you find it convenient to do so, stating that we have had

stolen from our shelves this week the following:

Joseph Conrad, "Under Western Eyes."

Joseph Conrad, "Youth."

Robert Louis Stevenson, "Catriona."

"Three Heroines of New England Romance," containing a contribution by Louise Imogen Guiney.

The Conrad items were priced at \$55 and \$32.50, respectively; the Stevenson at \$14.50, and the Guiney at \$5.

HAROLD T. MASON.

### Obituary Notes

#### ROBERT A. SKEEL

**ROBERT ARCHIBALD SKEEL**, manager of the San Francisco Branch of the Presbyterian Board of Christian Education, died on January 6th at the age of fifty years. He was born in Illinois in 1878 and after attending grammar schools took special work at the University of Southern California. He early became interested in the book business and in 1925 was selected as Manager of the San Francisco Depository. He was greatly respected there both as a person and for his excellent management of the branch. He was married to Miss Mari Hagen on October 1, 1927. Already suffering from the early stages of his ailment he nevertheless went to Philadelphia for the Conference of the Presbyterian Board of Christian Education. He died in the Methodist Hospital.

#### INA DONNA COOLBRITH

**INA DONNA COOLBRITH**, poet laureate of California, died in Berkeley, California, on February 29th, at the age of 85. She was born, of Puritan stock, in Illinois and moved to California seventy-five years ago. She was last of the coterie of early San Francisco writers which included Mark Twain, Bret Harte, Charles Warren Stoddard and Joaquin Miller. She was the only woman ever to be elected to membership in the Bohemian Club in San Francisco, and was made poet laureate of California by act of the State Government in 1915. She was the author of "A Perfect Day and Other Poems," "The Singer of the Sea" and "Songs from the Golden Gate."

#### DR. F. A. MARCH, JR.

**DR. FRANCIS A. MARCH, JR.**, noted philologist, died on February 28th in Easton, Pa. He was 65 years old, having been born in Easton on March 2, 1863. He was connected with the English Department of Lafayette College from 1884 until the time of his death, as Associate Professor of Modern Languages, Professor of English Literature and as Professor of English Language. Dr. March was assistant in the etymological department of the Century Dictionary and editor in chief of the Thesaurus Dictionary. He contributed to many philological journals.

#### Changes in Price

##### PRINCETON UNIVERSITY PRESS

"Man Rises to Parnassus," by Henry Fairfield Osborn, second edition; price advanced from \$2.50 to \$3.00, effective February 13.

##### BRENTANO'S

Bradshaw's "Continental Guide" increased from \$1.90 to \$2.50.

##### HARPER & BROTHERS

The price of "Ol' Man Adam an' His Chillun" by Roark Bradford is to be \$2.50 instead of \$2.00 as previously announced.

#### Personal

**FRANK C. DODD**, of Dodd, Mead & Co., has sailed for England on his usual spring trip.

**JOHN BARNES PRATT**, head of A. S. Barnes & Co. of New York, has left for Europe with Mrs. Pratt.

**BLANCHE W. KNOPF** (Mrs. Alfred A. Knopf) is recovering from an operation for appendicitis performed some days ago in a New York hospital. Mrs. Knopf, who is vice-president of Alfred A. Knopf, Inc., expects to return to her desk by the middle of this month.

**ROGER L. SCAIFE** of Houghton Mifflin Company has just left Boston for six weeks abroad during which he will renew relations with many of the authors whose books are published in America by Houghton Mifflin. Among those whom Mr. Scaife expects to see are Georges Clemenceau, Viscount Grey of Fallodon, John Buchan, Anne Douglas Sedgwick, Rafael Sabatini, Denis Mackail, Harold Nicolson, Valentine Williams, and John Drinkwater.

# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

*The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."*

*Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].*

*Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.*

**Abbott, George, and Bridgers, Ann Preston**  
Coquette; a play in three acts. 147p. D '28 c. '26 N. Y., Longmans bds. \$2  
Produced in New York this season with Helen Hayes in the leading part.

**Adams, Henry**  
The tendency of history. 173p. D '28 c. '19 N. Y., Macmillan \$1.50  
Formerly included in the volume entitled "The Degradation of the Democratic Dogma."

**Adcock, Almey St. John**  
Love is master. 293p. D '28 Bost., Little, Brown \$2.50  
A story of the English countryside.

**Ahrons, E. L.**  
The British steam railway locomotive; its development from 1825 to 1925. 391p. Q '28 N. Y., Spon & Chamberlain \$12

**Alarcon, Don Pedro Antonio De**  
The three-cornered hat; tr. by Martin Armstrong. 143p. il. (col. front.) O '28 c. '27 N. Y., Simon & Schuster \$3  
The Spanish tale of The Corregidor and The Miller's Wife is newly translated.

**Angell, Robert Cooley**  
The campus. 251p. (bibl.) O c. N. Y., Appleton \$2.50  
A study of contemporary undergraduate life in the American university by an assistant professor of sociology in the University of Michigan.

**Arnstein, Flora J.**  
A legacy of hours [verse]; lim. ed. 61p. D '27 San Francisco, John J. Newbegin, 351 Post St. bds., \$3.50; signed ed., \$6

**Bailey, Liberty Hyde**  
The harvest of the year to the tiller of the soil. 209p. S (Background bks. '28 N. Y., Macmillan \$1.50

**Agronsky, Gershon**  
Jewish reclamation of Palestine. 18p. O '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

**Alexander, Lucy Maclay and Yeatman, Fanny Walker**  
Cooking beef according to the cut. 4p. il. O (U. S. Dep't of Agri., leaflet no. 17) '27 [Wash., D. C.] Gov't Pr. Off.; Sup't of Doc. pap. 5c.

**Applebud, Adam, pseud. [Carl Webster Pierce]**  
Oh Kay! a comedy in three acts, interlarded with

## Balascheff, Marie

The transplanting; a narrative from the letters of Marie Balascheff, a Russian refugee in France; ed. by Martha Genung Stearns. 259p. il. D c. N. Y., Macmillan \$2.50

Memoirs of the daughter of Prince Cantacuzene dealing with the time of her prosperity as well as that of her post-revolutionary misfortunes.

## Barton, William Eleazar

Abraham Lincoln and Walt Whitman. 277p. (bibl. notes) il. O [c. '28] Ind., Bobbs-Merrill \$2.75

A study of two great contemporaries, explaining the facts behind Whitman's statement, "Lincoln belongs to me and I to him."

## Bianco, Giuseppe, pseud. [Joseph White]

On the sixth day. 312p. D [c. '28] Ind., Bobbs-Merrill \$2.50

A novel of Michael Poolecrue, artist, his wife, society butterfly, and their daughter. The scenes are laid on the moors of Devon and in sophisticated London.

## Boas, Franz

Primitive art. 378p. il. Q (Inst. for Comparative Research in Human Culture, ser. B, no. 8) '28 Cambridge, Mass., Harvard \$7.75; pap., \$6.75

## Boyle, James Ernest

Farm relief; a brief on the McNary-Haugen plan. 286p. D c. Garden City, N. Y., Doubleday, Doran \$1

## Bradford, Gamaliel

Life and I; an autobiography of humanity. 306p. (bibl. notes) O c. Bost., Houghton \$3.50

On man and his relation to the great abstractions—love, power, beauty, truth and religion.

mystery and thrills. 115p. diagr. D (Baker's royalty plays) [c. '27] Bost., W. H. Baker Co. pap. 35c.  
**Bennett, Sidney K.**

Your birthday and the year ahead; January ed.; February ed. 82p.; 76p. D c. Beacon, N. Y., [Success Service, P. O. Box 343] pap. \$1, ea.  
**Burgess, Isaac Bronson**

A teacher's manual for the Life of Christ. 38p. (2p. bibl.) D (Univ. of Chic.: pub'ns in religious educ.; constructive studies) [c. '27] Chic., Univ. of Chic. Press apply

- Bradley, F. H.**  
Ethical studies; 2nd ed., rev. 356p. O '27  
N. Y., Oxford \$5
- Bridges, T. C.**  
The young folk's book of the sea. 286p. il.  
(pt. col.) O (Romance of knowledge ser.) c.  
Bost., Little, Brown \$2
- Byrne, Donn**  
Crusade. 250p. D '28, c. '27, '28 Bost., Lit-  
tle, Brown \$2  
The romance of Sir Miles O'Neill and Kothra,  
daughter of the Sheykh Haroun in the days of the  
Crusades.
- Calthrop, Dion Clayton**  
The gentle art. 150p. il. (col. front.) D  
[n. d.] N. Y., Stokes \$2.50  
Narrative essays on fishing.
- Cambaire, Celestin Pierre**  
The influence of Edgar Allan Poe in France.  
332p. O '27 N. Y., G. E. Stechert \$2.50
- Carca, Francis [Francis Carcopino]**  
Perversity; tr. by Ford Madox Ford. 278p.  
D c. Chic., P. Covici \$2.50  
A novel of life in the Parisian underworld.
- Caruso, Dorothy, and Goddard, Torrance**  
Wings of song; the story of Caruso. 218p.  
il. O '28 c. '27, '28 N. Y., Minton, Balch \$3.50  
Caruso thru the eyes of his wife and sister-in-law.
- Chamberlin, Clarence D.**  
Record flights. 286p. il. O [c. '28] Phil., Dor-  
rane \$2.00; numbered, autographed ed., \$7.50  
The aviator's story of his transatlantic flight and  
of his earlier flying career.
- Christian, Eugene**  
Why die? 376p. O [c. '28] N. Y., Author,  
The Dorilton, B'way & 71st St. \$3  
To promote health by means of proper diet and  
balanced menus.
- Clark, Glenn**  
Fishers of men. 101p. (4p. bibl.) D (Atlan-  
tic Mo. Press pub'n) c. Bost., Little, Brown  
\$2  
By the author of "The Soul's Sincere Desire."
- Cobb, Ivo Geikie, M.D.**  
The glands of destiny; (a study of the per-  
sonality). 302p. (3p. bibl.) D '28 N. Y., Mac-  
millan \$3
- Coffey, Mabel R.**  
Towns and towers; poems. 67p. D '27 c.  
N. Y., H. Vinal \$1.50
- Concannon, Helena [Mrs. Thomas Concan-  
non]**  
A garden of girls. 179p. D c. N. Y., Ben-  
ziger Bros. \$1.75  
Stories of schoolgirls of various countries show-  
ing methods of education in the past.
- Concise standard dictionary of the English  
language, The;** new ed., rev. by Frank H.  
Vizetelly. 489p. il. S '28 N. Y., Funk &  
Wagnalls 75 c.; lea., \$1.75; \$10
- Conrad, Harrison**  
Desert madness. 317p. D [c. '28] N. Y.,  
Macaulay \$2  
An adventure novel of the West.
- Cormack, Bartlett**  
The racket. 141p. D '28 c. '27, '28 N. Y.,  
S. French \$1.50  
The Chicago police play produced in New York  
this winter.
- Craig, Austin**  
Rizal's life and minor writings. 352p. il. D  
'27 c. Manila, P. I., Philippine Educ. Co., 101  
Escolta \$2.50  
Biography of a Filipino writer, including some of  
his shorter works.
- Cram, Mildred [Mrs. C. S. McDowell]**  
Scotch Valley. 257p. D '28 c. '27, '28 Gar-  
den City, N. Y., Doubleday, Doran \$2  
The story of a young World War veteran who as-  
sumes the upbringing and financial responsibility of  
a dead comrade's children in California.
- Crawford, Claude C.**  
The technique of study. 360p. (bibls.) D  
[c. '28] Bost., Houghton \$2  
A textbook for use with upper secondary and lower  
division college students.
- Crofton, Algernon**  
The goat's hoof. 246p. il. D c. Chic., P.  
Covici \$2.50  
Episodes of love and marriage told in the form of  
letters.
- Crozier, Blanche Benjamin**  
Smiley's haven. 360p. D (Atlantic Mo. Press  
pub'n) c. Bost., Little, Brown \$2.50  
The story of Smiley, irresponsible but irresistible,  
who marries into the aristocracy of the semi-tropical  
island where he is shipwrecked.
- Damon, Rev. Samuel C.**  
A journey to lower Oregon and upper Cali-  
fornia, 1848-49 [lim. ed.]. 86p. il. O '27 San  
Francisco, John J. Newbegin, 358 Post St.  
bds. \$15

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- Canadian Manufacturers' Assn., Inc., comp.**  
Canadian trade index; annual issue of 1928. 80op.  
O c. '28 Toronto, Ont., Compiler, 67 Yonge St. \$6
- Cooke, Morris Llewellyn**  
What price electricity for our homes?; an open  
letter to the electrical industry. 49p. (bibl. foot-  
notes) diagrs. O [n. d.] [Phil., Author, 1520 Locust  
St.] pap. gratis
- Davidson, Mary Richmond**  
Sire de Maletroit's door; a dramatization of Rob-  
ert Louis Stevenson's story of the same name. 20p.  
D (Baker's ed. of plays) c. '27 Bost., W. H. Baker  
35 c.

- Dawson, Howard A.**  
Standards of expenditures for the principal items  
of city school costs. 173p. O (Contribs. to educ., no.  
31) '27 c. Nashville, Tenn., George Peabody College  
for Teachers pap. \$1.75
- Deardorff, Neva Ruth**  
Child-welfare conditions and resources in seven  
Pennsylvania counties. 312p. O (U. S. Children's  
Bur. pubn. no. 176) '27 Wash., D. C., Gov't Pr.  
Off.; Sup't of Doc. pap. 40 c.
- Dutton, Emma Bartlett**  
Around the world with girl scouts; an interna-  
tional pageant for girl scouts and brownies. 17p.  
il. D c. '27, '28 N. Y., S. French pap. 30 c.

- D'Egville, A. H.  
Modern ski-ing. 189p. il., diagrs. O '27  
[N. Y., Longmans] \$5
- Dehan, Richard, pseud. [Clotilde Inez Mary Graves]  
The man of iron [new ed.] 668p. D [c. '15]  
N. Y., Stokes \$3
- Dekobra, Maurice  
The thirteenth lover; tr. by Neal Wainwright. 209p. D [c. '28] N. Y., Payson & Clarke bds. \$2.50  
Lady Diana, the "Madonna of the Sleeping Cars," appears in more adventures in Venice and Egypt.
- Dickens, Charles  
A tale of two cities; ed. by George C. Wells. 512p. il. S (Western ser. of Eng. and Amer. classics) '28 Oklahoma City, Okla., Harlow Pub. Co. 75 c.; pap., 55 c.
- [Drake, Charles, M.D.]  
Theodicy: a poem by the hermit bard; Chronosophy: the pilgrimage of Chronos, or the hermit's dream; by the hermit bard. 413p. front. (por.) D [c. '27] [Chic., L. Clarke, 6151 Greenwood Ave.] \$3
- Drawbridge, Rev. Cyprian Leycester, ed.  
Futile sermons; opinions of the Primate and the press. 126p. D '28 N. Y., Longmans \$1.80  
An inquiry into the value of sermons, based on the Archbishop of Canterbury's address on the subject.
- Dresser, Horatio Willis  
A history of modern philosophy. 485p. (bibls.) D [c. '28] N. Y., Crowell \$3  
Brief analyses of philosophic systems from Francis Bacon to the moderns including the facts in the lives of their authors.
- Easton, Burton Scott, D.D.  
The gospel before the Gospels. 170p. (6p. bibl.) D c. N. Y., Scribner \$1.75  
Christian teaching before the Gospels were written. A book of Gospel research including a history of former efforts in that field.
- Edgell, George Harold  
The American architecture of today. 432p. (23p. bibl.) il. diagrs. O c. N. Y., Scribner \$6  
A bird's eye view of our architectural endeavor in all its phases, by the dean of the faculty of architecture, Harvard University.
- Edland, Elisabeth  
The children's king and other plays for children; with chapters on dramatizing with children. 78p. D [c. '28] N. Y., Abingdon 75 c.
- Evoe, pseud. (Edmund George Valpy Knox)  
I'll tell the world! 158p. il. D '28, c. '27, '28 Garden City, N. Y., Doubleday, Doran \$2  
"A guide to the greatness of England, mainly intended for American use," by one of the editors of *Punch*.
- Elsworth, R. H.  
Agricultural cooperative associations, marketing and purchasing, 1925. 98p. (bibl.) maps, diagrs. O (U. S. Dep't of Agri., tech. bull., no. 40) '28 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.  
Epworth League, Pierre M. E. Church, comps.  
Sandwiches [recipes]. 41p. S [c. '27] Pierre, S. D., J. Fred Olander Co. pap. 35 c.
- Finley, William Lovell and Finley, Irene Barnhart [Mrs. William Lovell Finley]  
Wild animal pets. 325p. il. O '28 c. 26-'28 N. Y., Scribner \$3  
As state biologist and game-warden of Oregon, Mr. Finley has had ample opportunity to study the furred and feathered folk described in this.
- Fülöp-Miller, René  
The mind and face of Bolshevism; tr. by F. S. Flint and D. F. Tait. 448p. (10p. bibl.) il. O '28, c. '26-'28 N. Y., Knopf \$6  
An examination of cultural life in Soviet Russia, its philosophy, architecture, theatre, poetry, music, education, religion, etc.
- Gaines, Thomas Robert  
Friendly thoughts; a book of inspiration, healing, power and joy. 64p. D c. '24, '27 N. Y., Author 230 W. 107th St. \$1.35
- Gaston, Charles Robert and Gaston, Gertrude Fales, comps.  
Modern lives. 338p. (4p. bibl.) il. S (Academy classics for junior high schools) [c. '27] Bost., Allyn & Bacon \$1
- Gerard, Louise  
Love's magic. 319p. D [c. '28] N. Y., Macaulay \$2  
Love turns a drifting Russian prince into a Galahad and his butterfly wife into a woman of strength and courage.
- Gielgud, Val  
Old swords. 306p. D c. Bost., Houghton \$2  
A romantic story of adventure on the Polish frontier after the World War.
- Glyn, Mrs. Elinor Sutherland  
Eternal youth. 171p. il., diagrs. D [c. '28] N. Y., Macaulay \$2  
Facial exercises for removing wrinkles and preserving a youthful countenance.
- Going, Charles Buxton  
Folklore and fairy plays. 245p. D [c. '27] Bost., W. H. Baker \$1.50
- Gordon, Homer King  
Sally of show alley. 366p. D [c. '28] N. Y., Crowell \$2  
A story of Broadway and Sally's start for stardom.
- Gottlieb, Abraham  
Fur truths; the story of furs and the fur business. 104p. il. '28 N. Y., Harper \$3
- Great Britain and the Dominions. 520p. (bibl. footnotes) D [c. '28] Chic., Univ. of Chic. Press \$3  
Lectures on "Problems of the British Empire," delivered on the Harris Foundation at the University of Chicago, 1927, by Sir Cecil J. B. Hurst, Hon. Timothy A. Smiddy and other notables.
- Gregory, Jackson  
Emerald trails. 309p. D '28, c. '27, '28 N. Y., Scribner \$2  
A modern romance of the California redwoods, involving adventures in smuggling and kidnapping.
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- Freestone, A. G.  
The call indicator system in automatic telephony. 124p. il., diagrs. D '28 N. Y., Pitman \$1.75
- Friedman, Jacob Alexis  
College entrance and Regents modern history (with maps). 153p. (bibl.) S (Cebco ser.) [c. '27] N. Y., College Entrance Bk. Co. apply

**H. T. R.**

Brighter French, for the worldly who already know some. 250p. il. D [c. '28] N. Y., Payson & Clarke \$2

A guide to the idiomatic and slangy French spoken on the boulevards and smart gathering places of Paris.

**Hägglund, S. G., tr.**

Henric Schartau and the order of grace; biography by Henric Hägglund and fifteen sermons by Henric Schartau. 216p. front. D [c. '28] Rock Island, Ill., Augustana Bk. Concern \$1.25

**Hamilton, Alexander**

Hamiltonian principles; extracts from the writings of Alexander Hamilton; ed. by James Truslow Adams. 207p. D (Atlantic Mo. Press pub'n.) c. Bost., Little, Brown \$2

**Heald, Jean Sadler**

Picturesque Panama: the Panama Railroad; the Panama Canal. 126p. il. O [c. '28] [Chic., Curt Teich & Co., 1733 Irving Park Blvd.] \$1.75

**Hersey, Harold Brainerd**

Bubble and squeak; a book of light verse. 123p. S '27 c. Denver, Col., Author & Journalist bds. \$1

**Herzen, Aleksander Ivanovich**

My past and thoughts; the memoirs of Alexander Herzen; tr. by Constance Garnett; v. 6. 322p. S '28 N. Y., Knopf \$2  
The final volume of the autobiography.

**Holzinger, Karl John**

Statistical methods for students in education. 380p. (3p. bibl.) diagrs. O [c. '28] Bost., Ginn \$3.60

**Hoopes, Helen Rhoda, ed.**

Contemporary Kansas poetry. 137p. D '27 Lawrence, Kan., Franklin M. Watts bds. \$2.50

**Hopkinson, Austin**

Religio militis. 195p. D '28 N. Y., Scribner \$2.50  
A private of Dragoons writes his philosophy conceived during the war.

**Hubbard, Arthur John, M. D.**

The ultimate epoch, and other essays: being a restatement of some old theology. 126p. (bibl. footnotes) O '28 N. Y., Longmans \$2.40

**Hanna, Abbie**

How to make three practical aprons. 10p. diagrs. D c. '28 Elizabeth, N. J., Practical Arts Pub. Co., 44 Vista Ave. pap. 15 c.

**Hill, Grace V.**

How to make copper book ends. 8p. diagrs. D c. '27 Elizabeth, N. J., Practical Arts Pub. Co., 44 Vista Ave. pap. 15 c.

**Hopkins, B. Smith and Neville, Harvey Alexander**  
Laboratory exercises and problems in general chemistry. 153p. diagrs. O [c. '27] N. Y., Heath \$1.76

**Horne, Alexander**

An introduction to esoteric Judaism. 32p. (2p. bibl. O [c. '28] Wheaton, Ill., Theosophical Press pap. 45 c.

**Huling, Franklin G.**

What is the difference between Mormonism and

**Huff, William Harper**

Forest and fairy fancies [verse]. 91p. O '27 c. Denver, Col., [Mrs. W. H. Huff, 120 Humboldt St.] bds. \$1.50

**Hurlbut, Rev. Jesse L.**

A Bible atlas; historical and descriptive. 168p. il., maps Q '28 Chic., Rand, McNally \$3.50

**Jefferson, Thomas**

Jeffersonian principles; extracts from the writings of Thomas Jefferson; ed. by James Truslow Adams. 183p. D (Atlantic Mo. Press pub'n.) c. Bost., Little, Brown \$2

**Jennings, Walter Wilson**

Introduction to American economic history. 558p. (bibls.) maps (pt. col.) diagrs. D [c. '28] N. Y., Crowell \$3

A text-book for the study of economics arranged in a topical rather than a chronological order.

**Johnston, Myrtle**

Hanging Johnny. 282p. D c. N. Y., Appleton \$2

The story of a professional hangman, who is at heart a poet.

**Johnston, William Andrew**

An accidental accomplice. 325p. D '28, c. '27, '28 Garden City, N. Y., Doubleday, Doran \$2

Carol Dane sets out alone to prove her father innocent of the charge of embezzlement against him.

**Kauffman, Daniel**

Mennonite history, including a brief sketch of the church from the time of Christ. 147p. D '27 c. Scottdale, Pa., Mennonite Pub. House \$1

**Kellogg, Mary Frances**

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- Introduction to American economic history. Jennings, W. W. \$3  
*Crowell*
- Jane Carroll. Thurston, E. T. \$2  
*Doubleday, Doran*
- Japan. Loti, P. \$2.50  
*Stokes*
- Jeffersonian principles. \$2  
*Little, Brown*
- Journey to lower Oregon and upper California, 1848-49, A. Damon, S. C. \$15  
*John J. Newbegin*
- Jural relations. Kocourek, A. \$5  
*Bobbs-Merrill*
- L'action du gouvernement belge en matière économique pendant la guerre. Langenhove, F. van. \$2.50  
*Yale*
- Land of the children, The. Orenburgsky, S. G. \$2.50  
*Longmans*
- Latin—first year. Magoffin, R. V. \$1.48  
*Silver, Burdett*
- Legacy of hours, A. Arnstein, F. J. \$3.50;  
\$6  
*John J. Newbegin*
- Life and I. Bradford, G. \$3.50  
*Houghton*
- Lincoln (Abraham) and Walt Whitman Barton, W. E. \$2.75  
*Bobbs-Merrill*
- Love is master. Adock, A. S. \$2.50  
*Little, Brown*
- Love's magic. Gerard, L. \$2  
*Macaulay*
- Mad folk of the theatre. Skinner, O. \$3.50  
*Bobbs-Merrill*
- Man of iron, The. Dehan, R. \$3  
*Stokes*
- Mennonite history. Kauffman, D. \$1  
*Mennonite Pub. House*
- Mental life, The. Ruckmick, C. A. \$2  
*Longmans*
- Merchant of Venice, The. Shakespeare, W. 53 c.; 33 c.  
*Harlow Pub. Co.*
- Midsummer night's dream, A. Shakespeare, W. 53 c.; 33 c.  
*Harlow Pub. Co.*
- Mind and face of Bolshevism, The. Fülöp-Miller, R. \$6  
*Knopf*
- Missions in a changing world. Pinson, W. W. \$1  
*Cokesbury Press*

- Mr. Battle pays the bills. Taylor, M. I. \$2  
*Crowell*  
 Modern lives. Gaston, C. R. \$1  
*Allyn & Bacon*  
 Modern ski-ing. D'Egville, A. H. \$5  
*Longmans*  
 Motor traffic management. Wilson, G. L. \$3  
*Appleton*  
 Moving waters. Noble, E. \$2.50 *Houghton*  
 My past and thoughts; v. 6. Herzen, A. I. \$2  
*Knopf*  
 New plays for every day the schools celebrate. Niemeier, M. A. \$2  
*Noble & Noble*  
 Old swords. Gielgud, V. \$2 *Houghton*  
 On the sixth day. Bianco, G. \$2.50  
*Bobbs-Merrill*  
 One wide river to cross. Parmenter, C. W. \$2  
*Crowell*  
 Parks: a manual of municipal and county parks. Playground and Recreation Association of America. \$15 *A. S. Barnes*  
 Partners three. Wagner, E. \$2 *Crowell*  
 Perversity. Carca, F. \$2.50 *P. Covici*  
 Petrarcha (Francesco); v. 2. Tatham, E. \$6  
*Macmillan*  
 Picturesque Panama. Heald, J. S. \$1.75  
*Curt Teich & Co.*  
 Play road to health, The. Newmayer, S. W. 64 c.  
*Amer. Bk.*  
 Poems of beauty and spirit. Oxton, B. S. \$2  
*C. B. Emery*  
 Pride of Graystone, The. Wind, G. L. \$1.50  
*Concordia Pub. House*  
 Primitive art. Boas, F. \$7.50; \$6.75  
*Harvard*  
 Racket, The. Cormack, B. \$1.50  
*S. French*  
 Rank and file. Roosevelt, T. \$2.50  
*Scribner*  
 Record flights. Chamberlain, C. D. \$2.50; \$7.50  
*Dorrance*  
 Religio militis. Hopkinson, A. \$2.50  
*Scribner*  
 River riders, The. Liggett, W. W. \$2  
*Macaulay*  
 Rizal's life and minor writings. Craig, A. \$2.50  
*Philippine Educ. Co.*  
 Sally of show alley. Gordon, H. K. \$2  
*Crowell*  
 Sawdust and solitude. Zora, L. \$2.50  
*Little, Brown*  
 Scenario and screen. Patterson, F. T. \$2  
*Harcourt*  
 Schartau (Henric), and the order of grace. Hägglund, S. G. \$1.25  
*Augustana Bk. Concern*  
 School history of the United States of America. Morris, C. \$1.32 *Lippincott*  
 Scotch Valley. Cram, M. \$2  
*Doubleday, Doran*  
 Seaports in the moon. Starrett, V. \$2.50  
*Doubleday, Doran*  
 Select bibliography of the principal modern presses public and private in Great Britain and Ireland, A. Tomkinson, G. S. \$15  
*R. R. Bowker Co.*
- Seven footprints to Satan. Merritt, A. \$2  
*Liveright*  
 Shadow from the bogue, The. Wood, C. \$2  
*Dutton*  
 Siamese cat, The. Underwood, L. \$3  
*Brentano's*  
 Silverlocks. MacMurrough, F. K. \$1  
*Avondale Press*  
 Smiley's haven. Crozier, B. B. \$2.50  
*Little, Brown*  
 Sovereignty. Ward, P. W. \$2  
*Hill Bookstall*  
 State security and the League of Nations. Williams, B. S. \$2.75  
*Johns Hopkins Press*  
 Statistical methods for students in education. Holzinger, K. J. \$3.60  
*Ginn*  
 Story of the Ten Commandments, The. Moehlman, C. H. \$2.50  
*Harcourt*  
 Sword peddler, The. Springer, T. G. \$2  
*Cosmopolitan*  
 Tale of two cities, A. Dickens, C. 75c.; 55 c.  
*Harlow Pub. Co.*  
 Technique of study, The. Crawford, C. C. \$2  
*Houghton*  
 Tendency of history, The. Adams, H. \$1.50  
*Macmillan*  
 Theodicy. Drake, C. \$3  
*L. Clarke*  
 Thirteenth lover, The. Dekobra, M. \$2.50  
*Payson & Clarke*  
 Three-cornered hat, The. Alarcon, P. \$3  
*Simon & Schuster*  
 Towns and towers. Coffey, M. R. \$1.50  
*H. Vinal*  
 Toys of peace, The. "Saki." \$1.75  
*Viking Press*  
 Trails of adventure. Kellogg, M. F. \$1.50  
*Post Pr. & Binding Co.*  
 Transplanting, The. Balascheff, M. \$2.50  
*Macmillan*  
 Ultimate epoch, The. Hubbard, A. J. \$2.40  
*Longmans*  
 Unforgiven, The. Krasnov, P. N. \$3.50  
*Duffield*  
 When thoughts go wandering. Robinson, H. M. \$1.50  
*Norman, Remington*  
 Where the blue begins. Morley, C. D. \$1  
*Grosset*  
 Why die. \$3  
*E. Christian*  
 Wild animal pets. Finley, W. L. \$3  
*Scribner*  
 Wind out of Betelgeuse. Ritter, M. T. \$1.25  
*Macmillan*  
 Wings of song. Caruso, D. \$3.50  
*Minton, Balch*  
 Woman in Soviet Russia. Smith, J. W. 50c.  
*Vanguard Press*  
 Works of Plato, The. \$2.50  
*Simon & Schuster*  
 Works of Schopenhauer, The. \$2.50  
*Simon & Schuster*  
 Yacht navigation and voyaging. Worth, C. A. \$4  
*Yachting, Inc.*  
 Young folk's book of the sea, The. Bridges, T. C. \$2  
*Little, Brown*

# The Field of Old and Rare Books and Weekly Book Exchange

## CURRENT RARE BOOK NOTES

Frederick M. Hopkins

**J**OHN C. ECKEL has been writing at length to prove that general interest in collecting is centered on modern first editions, and that lines heretofore popular are either stationary or slipping. The widespread interest among collectors, in the Old World and the New, cannot be denied. Current auction catalogs and booksellers' catalogs prove it. But we believe just as good a case could be made out for autographic material. The prices which autograph letters, documents and manuscripts have been bringing have been furnishing fresh sensations almost every week. And the high prices have not been limited to autographic material of Button Gwinnett, Dr. Samuel Johnson, Oliver Goldsmith, George Washington, Abraham Lincoln, Joseph Conrad, Rudyard Kipling and Robert Louis Stevenson. Autographic material of every description, documents, letters and manuscripts, of minor pacts, novelists, statesmen, have all been raised to a new price level, and some of the prices now being realized for this grade of material is astonishing. And one thing can be said for this line is that the printing presses cannot flood the market. The limit is real and is constantly sending prices higher.

**GEOGRAPHICAL** maps of American interest of the periods of discovery, colonization, and of the Revolution, duplicates from the William L. Clements Library, University of Michigan, Ann Arbor, Mich., together with important books on American history, were sold at the Anderson Galleries, February 28, 287 lots bringing \$5,155.50. A fine colored map of the world, Amsterdam by Pieter Goos, 1667, in which the Great Lakes are represented as one great lake, brought \$95;

a fine copy of Waldseemuller's "Orbis Typus Universalis of 1513, considered by Henry Stevens and others to be the most important edition of the Ptolemies, \$175; Del'Isle's fine colored map of Canada, 1703, \$100; the fine colored map of America, by Blaeuw, Amsterdam, 1648, \$275; Sauthier's map of the Battle of White Plains, the earliest of three known states, London, 1777, \$130; "Ratzer's map of and view of New York City, London, 1776, \$200; and New Jersey Acts of the General Assembly, Burlington, 1776, \$140.

**F**ROM London comes the news of an important manuscript of American interest to be sold at Sotheby's on April 22-24. It is the manuscript of William Strachey's "Historie of Travel Into Virginia Britania." Strachey was a member of the expedition which founded Virginia in 1609; and only two copies of his book are known to exist. One is in the British Museum; and the other, in the Bodleian Library. The manuscript written in 1612 is the most important item in a collection which Lord Leconfield is dispersing, largely from the library of his ancestor, the Earl of Northumberland. Several other manuscripts, together with 29 books printed before 1640, all of which deal directly with early American history will be sold. The report also comes from London that "Dr. Rosenbach will head a notable rush of trans-Atlantic bidders" on this noteworthy occasion.

**A**LFRD W. POLLARD, of the British Museum, contributes to the *London Times*, news of the discovery of an earlier piece of printing by Caxton in England than any heretofore known. The

first date hitherto assigned was November 18, 1477. It now appears that on December 13, 1476, Caxton printed at Westminster a papal indulgence to Henry Langley and his wife. Mr. Pollard points out the significance of this discovery. It shows that Caxton brought with him to England the type which he had already used at Bruges, at any rate, his punches and matrices. This earlier printing, by nearly a year, exhibits two fonts of type. He also traces the successive use of Caxton's so called "third type." He notes that it appeared in Caxton's advertisement of his business, inviting patrons to "come to Westmonester into the almonesrye at the reed pale and he shall have them good chepe."

THE Caxton Club is about to issue "Tales for Bibliophiles, translated from the French," by Theodore W. Koch, in a limited edition of 300 copies, printed from type at the Cuneo Press. The volume contains "The Bibliomaniac," by Charles Nodier; "The French Pastry-Cook," by Alexandre Dumas, père; "A Copy of Hennepin," by Charles Bassett; "The Bibliophile's Hell," by Charles Asselineau; "Letters on the Bibliophiles," by George Duhamel, together with a general preface, forewords and notes by Mr. Koch. Supplementing this volume, altho in a very different format, Mr. Koch is printing, his translation of Gustave Flaubert's youthful tale of "Bibliomania," the story of the Spanish monk who stopped at neither theft, arson or murder to enrich his collection of rarities. The brochure is being printed by F. Paillart, Abbeville, France, on Arches paper.

ONE of the finest collections of marine prints in the world, owned by A. G. H. Macpherson, containing 11,382 items exclusive of the large section of atlases and sea charts, may come to New York. It is said that there has been nothing else in all history which even approaches it in importance. The Society of Nautical Research of London has a six months' option which expires in April. An effort, aided by all the shipping and yachting societies, has been made to retain the collection in

England, but success is not yet in sight. Mr. Macpherson is a retired Calcutta bill broker whose hobby has been this great collection, and who is anxious to have it retained in England. It has proved to be so fascinating a hobby that he has sunk his private fortune in the collection, and as he has surpassed all previous endeavors in this field he is attempting now to turn his collection into cash. He has offered it to the Society of Nautical Research at £90,000, or £30,000 less than his appraisal. He feels that this contribution on his part toward keeping the collection in his own country ought to interest his countrymen.

**GOODSPEED'S BOOK SHOP** of Boston has been carrying display advertising in Boston papers that they will pay:  
\$10,000 for "Tamerlane," Boston, 1827.  
\$1,500 for "Fanshawe," Boston, 1828.  
\$600 for "Leaves of Grass," Brooklyn, 1855.

### Auction Calendar

**Monday and Tuesday afternoons, March 12th and 13th, at 2 o'clock.** Modern first editions, the library of Donald S. Friede of New York City. (Items 505.) The Anderson Galleries, 489 Park Ave., New York City.

**Wednesday and Thursday evening, March 14th and 15th, at 8 o'clock.** (Items 330.) A valuable library, choice limited and de luxe editions, standard sets in fine bindings, illustrated art books, first editions and miscellaneous. (Items 330.) Sam W. Pattison & Co., 407 North Howard St., Baltimore, Md.

**Alpine books.** (No. 163; Items 337.) P. M. Barnard, 17 Church Road, Tunbridge Wells, England.

**Americana, books, pamphlets, broadsides, etc.** relating to the discovery, exploration, colonization and history of North America. (No. 172; Items 138.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

**Americana, together with certain titles on voyages, exploration, archaeology and ethnology.** (No. 15; Items 580.) William Todd, Mt. Carmel, Conn.

**Archaeology, ethnology and anthropology, applying principally to Latin America.** (No. 16; Items 127.) William Todd, Mt. Carmel, Conn.

**Books and engravings on the British Army, chiefly during the nineteenth century.** (No. 95; Items 1370.) Henry Sotheran & Co., 43, Piccadilly, London, W. 1, England.

**Books by or relating to authors who lived in the eighteenth century or earlier, chiefly first editions.** (No. 18; Items 640.) Elkin Mathews, Ltd., 33 Conduit St., London, W. 1, England.

**Books illustrating the history of the English novel, tale and prose romance, 1600-1850.** (New Series No. 7; Items 765.) Ingpen and Stonehill, 12 Bury St., London, W. C. 1, England.

**Fine, rare and old books, including anthropology, Americana, art, autographs, curios, first editions, fine presses, ships, crime, etc.** (No. 3; Items 983.) The Rowfant Book Shop, Inc., 165 William St., New York City.

**First editions.** (No. 195; Items 873.) James F. Drake, 14 West 40th St., New York City.

# Spring Book Index 1928

*Quarterly Announcement of New Publications  
Listed by Author, Title and Series*

## Important Trade Titles Repeated from Mid-Winter Index

- A B C of English. Colby, J. 50 c. Vanguard  
A B C of the Federal Reserve system. Kemmerer, E. W. \$2 Princeton Univ.  
ABC of flight. LePage, W. L. Wiley  
ABC of philosophy. Larrabee, H. 50 c.  
Vanguard  
Abbot, Jane. Heyday. \$2 Lippincott  
Abbott, Arletta M. Poems of Giovanni Pascoli. \$1.50 Harold Vinal  
Abbott, Eleanor Hallowell. Love and the ladies. \$2 Appleton  
Abbott, George, and Bridgers, Ann Preston. Coquette. \$2 Longmans  
Abeille et autres contes. France, A. \$1.08 Heath  
About England. Hughes, M. V. \$2.50 Morrow  
Abrahams, Robert D. Come forward. \$1.50 H. Vinal  
Academy classics. il. Allyn & B.  
New titles: Eliot, G. Silas Marner—Melville, H. Moby Dick.  
Academy classics for Junior high schools. il. Allyn & B.  
New titles: Hall, M. M. Ballads and other narrative poems—Hermans, M. C. Stories from the Old Testament—Herzberg, M. J. Myths and their meaning—Finney, S. B. Plays old and new—Obear, E. H. Book of stories.  
A.C. commutator motor. Olliver, C. W. \$7.50 Van Nostrand  
Accident prevention through education in the elementary schools. Shea, P. Heath  
Accidental accomplice. Johnston, W. \$2 Doubleday, Doran  
Acosta, Mercedes de. Until the day breaks. \$2 Longmans  
Across seven seas to seven continents. Aitchison, A. \$1.50 Bobbs-M.  
Acting. Crafton, A. \$2.25 (?) Crofts  
Active citizenship. Woodburn, J. A. \$1.32 Longmans  
Activity school. Ferriere, A. \$4 John Day  
Adam, George and Pearl. Book about Paris. il. \$5 (?) Harcourt  
Adams, Evangeline. Your place in the sun. il. \$3 Dodd, M.  
Adams, Harrison. Pioneer boys of the Kansas. (Young pioneer ser.) \$1.65 Page  
Adams, Henry. Tendency of history. Re-issue. \$1.50 Macmillan  
Adams, Herbert. Empty bed. \$2 Lippincott  
Adams, James Truslow, ed. Hamiltonian principles. \$2 Little, B.  
Adams, James Truslow, ed. Jeffersonian principles. \$2 Little, B.  
Adams, Randolph G., ed. Political writings of James Wilson. \$5 Knopf  
Adams, Roger. Elementary laboratory experiments in organic chemistry. Macmillan  
Adams, Roger, and others. Organic syntheses. v. 8. \$1.50 Wiley  
Adcock, Adam Kennedy. At the feet of Paul. \$3.50 Standard Pub.  
Adcock, Almey St. John. Love is master. \$2.50 Little, B.  
Adderley, James G. Legend of the way of grief. 40 c. Morehouse  
Ade, George. Bang! Bang! il. \$2 Sears  
Adele Doring books. See North, Grace May  
Adirondacks, Trails and summits of the. O'Kane, W. C. \$2.50 Houghton M.  
Adler, Mortimer J. Dialectic. (International lib.) \$3.50 Harcourt  
Administrative power over persons and property. Freund, E. \$5 Univ. of Chicago  
Admirable Crichton. Ainsworth, W. H. 80 c.; \$1 Dutton  
Adolescent, The. Schwab, S. I. \$3 (?) Appleton  
Adoption law in Illinois and its administration. Nimes, E. \$1.50 Univ. of Chicago  
Adoration. Reuter, F. A., ed. \$3 Benziger Bros.  
Adrian, E. D. Basis of sensation. il. \$2.50 Norton  
Adventure. Streeter, B. H. \$2 (?) Macmillan  
Adventure in pyramids. Porterfield, W. H. \$2 A. & C. Boni  
Adventure library. il. ea. \$1 Harper  
New titles: Rogers, W. A. Miracle mine—Barnes, J. Loyal traitor—For King or country—Dudley, B. Bolivar Brown—Day, H. Eagle badge—Canfield, F. A. C. Kid-naped campers—Zerbe, J. S. Trenchmates in France—Iogolevitch. Russian corporal.  
Adventure with children. Lewis, M. H. Macmillan

- Adventures in Alaska and along the trail. Endicott, W. \$5 Stokes  
 Adventures in American diplomacy, 1896-1906. Dennis, A. L. P. \$7 Dutton  
 Adventures in citizenship: Literature in character. Stewart, G. H. \$1.20 Ginn  
 Adventures of an African slaver. Cowley, M. ed. \$4 A. & C. Boni  
 Adventures of Thomas Jefferson Snodgrass. Twain, M. Covici  
 Adventures of Tom Marvel. Barbour, R. H. \$1.50 Appleton  
 Adventures of Ulysses. 14 col. il. \$2 Platt & Munk  
 Advertisement lay-out and copy writing. Watkins, A. J. \$4.50 Pitman  
 Advertising, Effective direct. Ramsay, R. E. \$5 Appleton  
 Advertising investment securities. Rice, S. O., ed. \$5 Prentice-Hall  
 Advertising layout. Young, F. H. \$7.50 Covici  
 Advertising to women. Naether, C. A. \$5 Prentice-Hall  
 A. E. F. Liggett, H. \$3 Dodd, M.  
 A. E. F. in battle. Van Every, D. \$3 Appleton  
 Aerobatics. Barber, H. \$3.50 McBride  
 Aeroplane speaks. Barber, H. \$3.50 McBride  
 Aeroplanes and automobiles. il. (linen) \$1 Platt & Munk  
 Aesthetics of the novel. Ames, V. M. Univ. of Chicago  
 Afghanistan, Through the heart of. Trinkler, E. \$5 Houghton M.  
 Africa, Native problem in. Buell, R. L. \$10 Macmillan  
 African trail, Poems of the. Haines, E. L. \$1.25 Morehouse  
 Afterward. Rice, R. M. \$1.50 Harold Vinal  
 Agony of Christianity. de Unamuno, M. \$2 Payson & Clarke  
**Aiken, Conrad.** See Pamphlet poets.  
**Aiken, Ednah.** Love and I. \$2 Dodd, M.  
**Aikman, Henry G.** Zell. (Borzoi pocket bks.) \$1.25 Knopf  
 Aimée Villard, daughter of France. Silvestre, C. \$2 Macmillan  
 Ainsworth, John. Story of Saint Christopher. il. \$1.50 Macmillan  
 Ainsworth, W. Harrison. Admirable Crichton. (Everyman's lib.) 8oc.; \$1 Dutton  
 Air scout. Kay, R. 50c. Barse & Co.  
 Aircraft, Modern. Pagé, V. W. \$5 Henley  
 Airway book. (construction book) 75c. Gabriel  
**Aitchison, Alison and Uttley, Marguerite.** Across seven seas to seven continents. il. \$1.50 Bobbs-M.  
**Akeley, Delia.** "J. T." the story of an African monkey. il. \$2.50 Macmillan  
 Aladdin U. S. A. Greenwood, E. \$2.50 Harper  
**Alarçón.** Three cornered hat. \$3 Simon & S.  
**Alarçón.** Verdad sospechosa. Heath  
 Alaska, Adventures in, and along the trail. Endicott, W. \$5 Stokes  
**Albright, H. W.** See Taylor, F. J.
- Alcaeus. Fragments of the lyrical poems of. \$7 Oxford  
 Alcott, (Louisa May): her life, letters and journals. Cheney, E. D. \$2.50 Little, B.  
 Alcott (May). Ticknor, C. \$3 Little, B.  
**Aldanov, M. A.** Devil's bridge. \$3 Knopf  
**Aldrich, Charles Anderson.** Cultivating the child's appetite. \$1.75 Macmillan  
**Aldrich, Chilson D.** Real log cabin. il. \$3.50 Macmillan  
**Alexander, A. S.** Udder diseases of the cow. \$2 Badger  
**Alexander, Christine.** Art of the goldsmith in classical times. il. Metropolitan Museum of Art  
**Alexander, J. A.** Life of George Chaffey. Macmillan  
**Alexander, James.** Thought control in everyday life. \$2 Funk & W.  
**Alexander, Melinda.** See Hopkins, J. A. H.  
**Alexander, W. B.** Birds of the ocean. il. \$3.50 Putnam  
 Algebra, Modern high school, revised. Wells, W. \$1.64 Heath  
 Algebra, Supplementary problems in. Sackett, H. L. 68c. Macmillan  
 Alger. Mayes, H. R. \$3.50 Macy-Masius  
 Alice in movieland. Williamson, A. M. \$2 Appleton  
 Alice in the delighted states. Hope, E. \$2 Dial  
 All children must be paid for. Sieveking, L. de G. \$2 Brentano's  
 All or nothing. Beresford, J. D. \$2.50 Bobbs-M.  
 All the funny folks. \$1.25 Sully  
 All the king's horses. Stevens, L. \$2 John Day  
**Allen, Commercial organic analysis,** v. 6; 5th ed. il. \$7.50 Blakiston  
**Allen, Albert Cooper.** Little shepherd of Lava Lake. \$2 G. Howard Watt  
**Allen, Eric W.** Printing for the journalist. (Borzoi handbks. of journalism) \$2 Knopf  
**Allen, Gladys.** Peggy takes a hand. il. \$2 Doubleday, Doran  
**Allen, Hervey.** Toward the flame. (Popular copyrights) 75c. Grosset & D.  
**Allen, Philip Schuyler.** Romanesque lyric. \$4.50 Univ. of North Carolina  
**Allin, Cephas D.** Australasian preferential tariffs and imperial free trade. \$1.50 (?) Univ. of Minnesota  
**Allison, George W.** Out of ashes and other sermons. \$1.50 Cokesbury  
**Alonso and Hershey.** Technical and industrial Spanish. Heath  
**Alsaker, Rasmus and Sackman, Lana.** Behold the man. \$3 Grafton Pr.  
 "Also rans," The. Seitz, D. C. \$3.50 Crowell  
 Altar of friendship. Upright, B. 75c. Burt  
**Altenburg, Edgar.** How we inherit. \$3 (?) Holt  
 Alternating currents. Beaver, J. L. \$4 Longmans  
 Alternating currents and alternating current apparatus, Elements of. Beaver, J. L. \$4 Longmans

March 10, 1928

ALTMAYER-ANDERSEN

- Altmaier, Carl Lewis. Business communication. (Macmillan commercial ser.) Macmillan
- Altmann, Benjamin, collection, Handbook of the. Metropolitan Museum of Art. \$1 Metropolitan Museum of Art
- Altmann, Wilhelm, comp. Letters of Richard Wagner. \$10 Dutton
- Amaranth Club. Fletcher, J. S. 75 c. Grosset & D.
- Amber and jade. Griffin, A. \$2 (?) Longmans
- Ambition. Train, A. \$2.50 Scribner
- Ament, William, S. See California.
- America. Krapp, G. P. \$1 Garden City Pub.
- America and the new Poland. Fisher, H. H. \$5 Macmillan
- America conquers death. Waldman, M. \$7.50 Rudge
- America: Nation or confusion. Lewis, E. R. \$3 Harper
- America, Spiritual. Wells, H. \$2 Badger
- American and German university. Thwing, C. F. \$2 Macmillan
- American architecture. Kimball, F. \$4 Bobbs-M.
- American architecture of to-day. Edgell, G. H. \$6 Scribner
- American automobile industry, Financial history of the. Seltzer, L. H. \$3 Houghton M.
- American bookshelf ea. \$2.50 Macy-Masius  
New titles: Bartram, W. Travels of William Bartram.—Byrd, W. Journey to the land of Eden and other papers.
- American boy's lib. ea. \$1 Page  
New titles: Phillips, W. S. Three boys in the Indian Hills.—Robinson, C. H., Hawk: The young Osage.
- American booktrade directory 1928. \$10 Bowker
- American criticism. Foerster, N. \$3.50 Houghton M.
- American detective stories. Wells, C., ed. \$1.50 Oxford
- American dynamics. Hardman, J. B. S. \$4 (?) Harcourt
- American educational catalog. 50 c.; \$1 Bowker
- American Engineering Council.** Safety and production. \$5 Harper
- American foreign policies. Garner, J. W. \$6 N. Y. Univ. Pr.
- American government. Magruder, F. A. \$1.80 Allyn & B.
- American government and politics. Beard, C. A. Macmillan
- American government, Readings in. Mathews, J. M. Macmillan
- American history, Dawn of. Nida, W. L. Macmillan
- American history, Side lights on. Elson, H. W. Macmillan
- American history, Study-guide tests in. Stormzand, M. J. Macmillan
- American imperialism ser. ea. \$1 Vanguard  
New titles: Knight, M. M. Americans in Santo Domingo.—Marsh, M. A. Bankers in Bolivia.—Jenks, L. H. Our Cuban colony.
- American inquisitors. Lippmann, W. \$1.25 Macmillan
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 Cotter, Wm. J. Autobiography. 1917.  
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 Craven. La Jeunesse de Fanny Kemble.  
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 Firelands Pioneer. 1916. Vol. 20 to date.  
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 Lover, Samuel. History of.  
 McCreary. Ancient and Hon. Mechanical Co. of Baltimore.  
 Morga. Hist. of Philippines. 2 vols.  
 North Amer. Review. Vols. 1-21, 24-27, 30, 31, 34-127, 129-137, 139-146, 170, and 179, 1904, to date.  
 Oates. War Between Union and Confederacy. Portraits of Men of Eminence in Literature. Ed. Reeve & Walford.  
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 Electr. Experimentor. Sept., 1917.  
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 Mills, J. The Life of a Foxhound. Doran. 1911.

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 Tipping, H. A. English Gardens. Country Life. '25.

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 Tschudi, C. Eugenie, Empress of the French. A popular sketch trans. from Norwegian by E. M. Cope.

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 American Annual of Photography Year Book. 1919; 1920.

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 Seekers in Sicily. E. Bisland & J. Hoyt. 1909.  
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 Dynamics.  
 Calif. State Board of Forestry. 3d Biennial Re-  
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 Davis, Capt. Musgrave (Chas. O. Shepard). In a  
 Bowery Regiment. McClures. Oct. 1896,  
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Dryden, F. State of Innocence. 2 vols. Harper. 1912.  
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Sparrow. The English House.

Steedman. Manual of Swimming. Melbourne. 1867.

Shakespeare. Works. Vol. 8. Philadelphia. 1796.

Stevenson. Ars Triple. The De Vinne Press. 1898.

Schouler, J. Ideals of the Republic.

Smollett, T. Works. Ed. De Luxe. Pub. the Nottingham Society.

Shelton. Book of Shells.

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 Birds of North Carolina. Pearson. 1920.  
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 Ricci. Piero della Francesca.  
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 Memoir of the Schuylkill Fishing Company. Phil. 1830.  
 Cabinet of Natural History. 3 vols. Phil. 1830.  
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